

AUGUST 1983

SKY[®]

DELTA AIR LINES INFLIGHT MAGAZINE

- BRAVE NEW ROBOTS
- GREAT GRIDIRON RIVALRIES
- BRINGING BACK THE BENOIST
- YESTERDAY'S MACHINES
- THE CHARM OF CHAMPAGNE
- FLORIDA: SEASONS IN THE SUN



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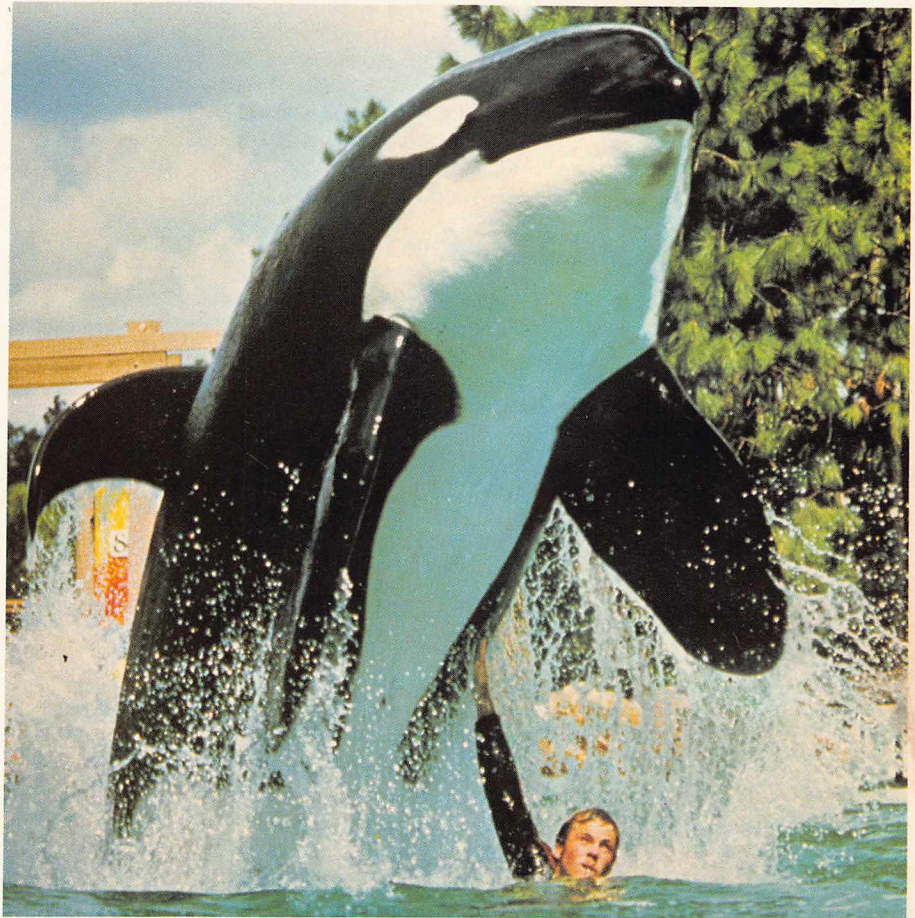
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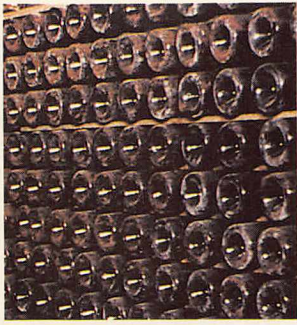
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SKY
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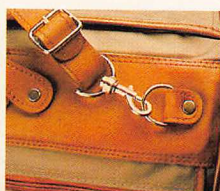
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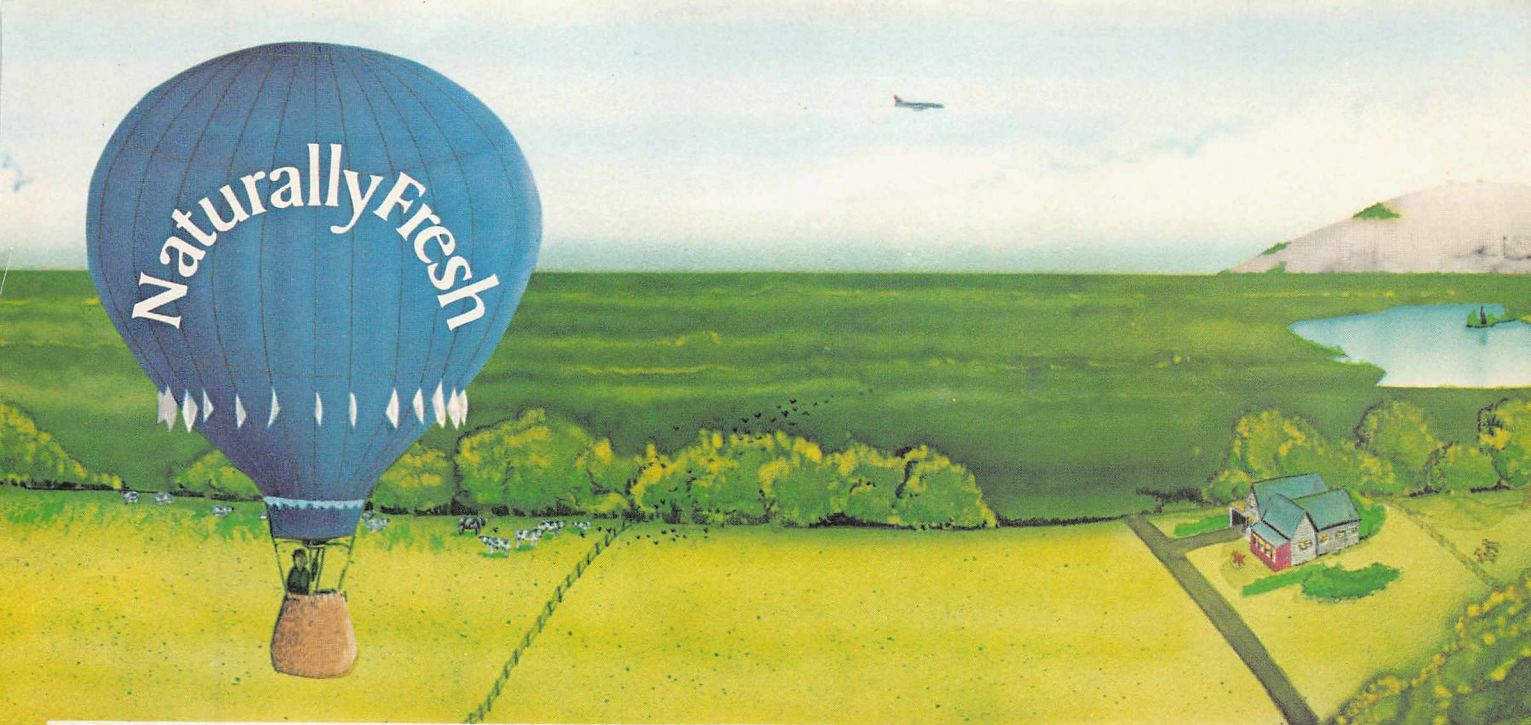
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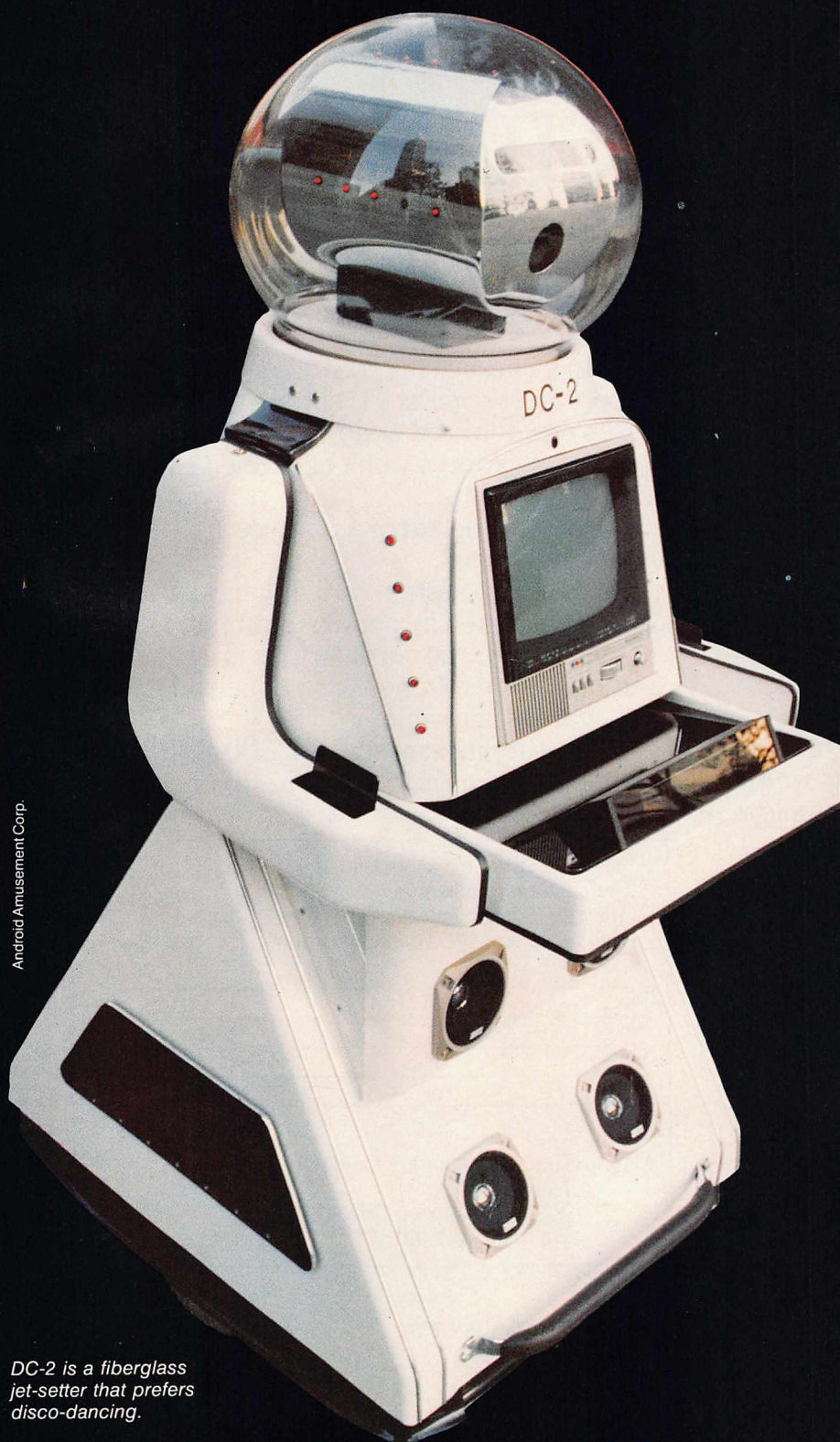
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BRAVE NEW ROBOTS

BY WALTER ROESSING



Android Amusement Corp.

DC-2 is a fiberglass jet-setter that prefers disco-dancing.

B.O.B. — an acronym for Brains on Board — is three feet tall, weighs fifty pounds, can turn on a dime, talks, sings, cracks jokes and quotes the daily stock market totals. Infrared sensors, attuned to the frequency of human body heat, enable this technological prodigy to locate people in a room while avoiding tables, chairs and other objects. More remarkably, B.O.B. (scheduled to debut in November) is a *true* robot, with a sophisticated "brain" consisting of two microprocessors with three megabytes of memory.

Earlier this year, Androbot, Inc. of Sunnyvale, California, test-marketed its marvel of artificial intelligence as a personal robot for use in the home.

"With the right software, B.O.B. can be programmed to help educate children, teach languages, protect a house at night and nudge you awake in the morning," explains Nina Stern, public relations consultant. "His memory can be programmed to follow a youngster around the house, helping him learn the capitals of the states or reviewing homework for accuracy." Moreover, when B.O.B. "feels" the energy run low in its humanoid body, it has the capability to excuse itself to get the batteries charged.

Once restricted to the movie and TV worlds of *Flash Gordon*, *Star Trek*, *Star Wars* and other space fantasies, personal robots that talk, think and teach are no longer the exclusive domain of Hollywood make-believe and science fiction.

An estimated 22,000 sophisticated robots already are in use worldwide, including 6,000 in the U.S. But about 98 percent of these are industrial robots — headless, formless, automated androids that work on Japanese, European and U.S. assembly lines manipulating parts and operating various kinds of machinery.

Once restricted to the movie and TV worlds of Flash Gordon, Star Wars and other space fantasies, the personal automaton is no longer the exclusive property of science fiction.

The walking, talking robot is strictly in the minority.

"The personal robot is in the infancy stage. It's at the same point the home computer was ten years ago," emphasizes Gene Beley, president of Southern California's Android Amusement Company. "I expect the same thing will happen with home robots as with home computers. Technology eventually will provide a reasonably priced, functioning home robot that'll be capable of performing all kinds of wonderful things. Right now, however, the industry is in what I call the 'entertainment stage'."

So are Beley's robots.

His DC-2 android received acclaim when actor James Caan and some friends bought a model as a present three Christmases ago for *Playboy* publisher Hugh Hefner. The sleek fiberglass device can greet guests, disco at parties and serve drinks. Hefner's robot has a color TV in its chest, a videotape recorder in its midriff, a color camera in its head and a metal drink tray attached to its torso. Beley's four-and-a-half-foot tall promotional robots have starred on the *CHiPs* TV series, and been used to protest California divorce laws. One was even arrested last August in Beverly Hills.

About that arrest.

It seems Beley's teenaged sons were homeward bound from a beach outing when they decided to have some fun during rush hour in exclusive Beverly Hills. Unloading a DC-2 from the family van, the boys took the robot for a stroll—which had a disrupting effect on traffic.

Beley explains, "Things are naturally bizarre when you grow up in our house. We forget that others don't always have the same sense of humor."

Two policemen were unamused, par-

ticularly when DC-2 "fled" from them while screaming, "Help me, help me! They're trying to take me apart." When the boys left the scene without identifying themselves, the officers disconnected the robot's battery pack and hauled it off to jail.

It's unfortunate the arrest wasn't made

by OPD2, a \$14,000 robot sworn in as a member of the Police Department in Orlando, Florida, last April.

Badge No. 92 belongs to a 5'2", 195-pounder that blinks when it talks and whirs when it walks. Clad in a brown hat, tan top and brown bottom—just like its fel-

Continued



Star Wars' R2-D2 look-alike, 39-pound Hero I, speaks in various tongues; the robot has debuted on Capitol Hill.

Heath Company

low officers – OPD2 has a plastic and metal body, red and blue flashing lights for eyes, and a video screen on its chest.

OPD2's chief role is that of an educational tool. And it gained considerable attention after being sworn in by the mayor (Bill Frederick) and Orlando Police Chief William Koleszar, when it scooted out of the Orlando City Council Chambers to the theme from *Hill Street Blues*.

A different tune accompanied the May 21st appearance of "Robot Redford" at Maryland's Anne Arundel Community College.

First, the mobile machine "marched" in the academic procession with the 551 members of the graduating class. It wasn't attired in cap and gown "because we didn't want to hoke it up," says a college spokesperson. Then, Robot Redford

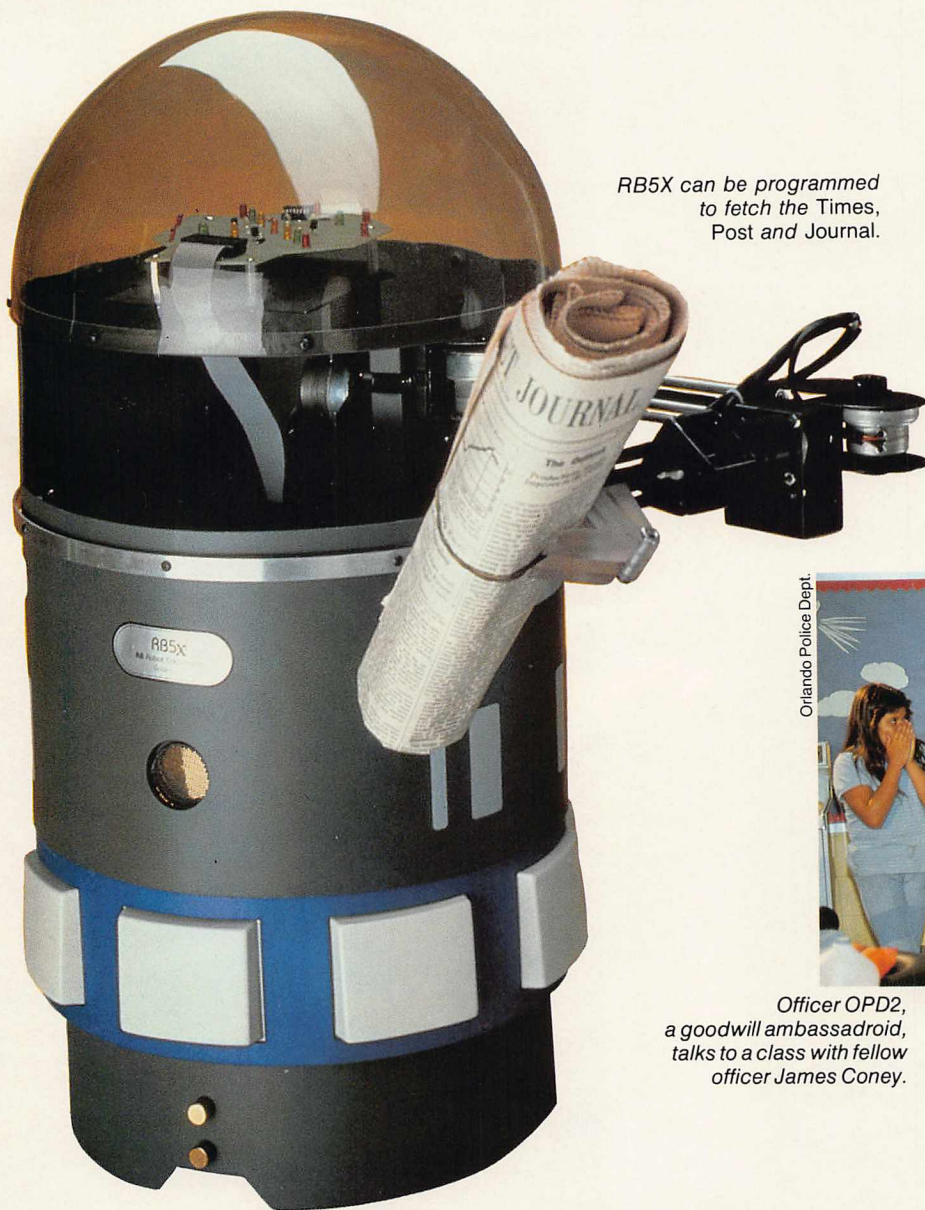
delivered the commencement address. The unique idea of a robot delivering such a speech was the brainstorm of dean Anthony Pappas, who wanted to call attention to the college's new unit in computer sciences and technology.

Called a demonstration android, Robot Redford is the unique creation of Bill Bakaleinikoff, whose firm, Superior Robotics of America, is headquartered in Petaluma, California. Robot Redford earns \$1,200 a day appearing at trade shows and state fairs. Sort of a mechanical pied piper, it attracts crowds by singing, dancing and flirting with the ladies.

But Robot Redford is a gentleman compared to a former regular on the NBC-TV soap *Days of Our Lives*. There, the ebullient 6' 2" android named SICO has been known to pat ladies on the derriere, belch on cue and play love scenes. SICO flew from New York to Los Angeles last summer in its own first-class seat. It paid for the ticket with its American Express card; ordered a kosher meal; and responded to "smoking or non-smoking?" by quipping, "I only smoke transistors."

Built by International Robotics of New York City and tended by Robert Doornick, SICO moves in all directions at two m.p.h., turns almost completely around, speaks several languages and can display emotion.

RB5X can be programmed to fetch the Times, Post and Journal.



RB Robot Corporation

Orlando Police Dept.



Officer OPD2, a goodwill ambassador, talks to a class with fellow officer James Coney.

When not emoting, SICO performs at medical conventions in Sweden, Italy and Brazil, or at U.S. consumer events. It also has been hired as a therapeutic tool for mentally handicapped young people, including autistic children.

There have been other great attention-getters:

- Under construction is Andy-roid, a

Continued

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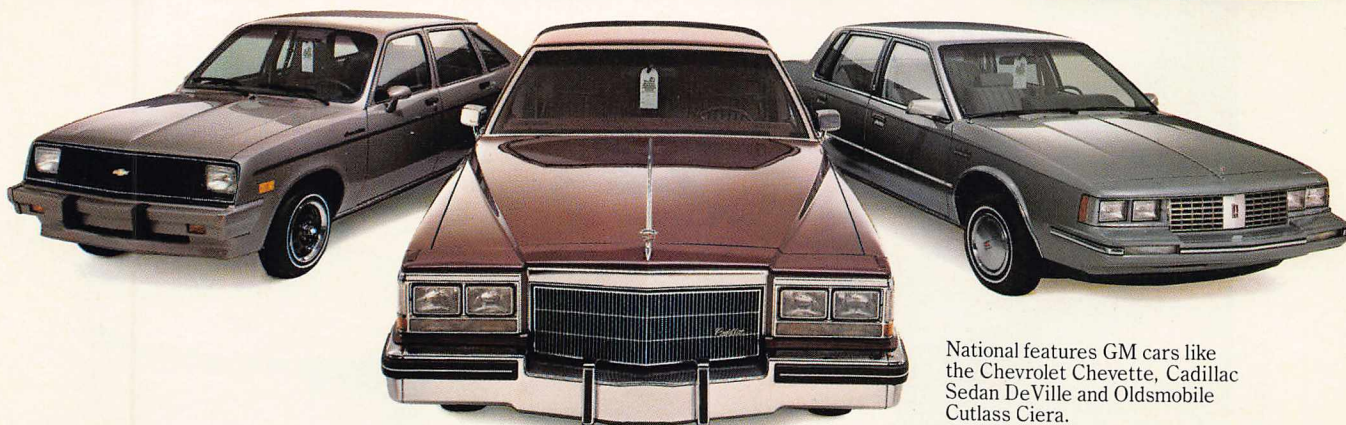
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Craig Fitch

Industry celebrity Robot Redford, with its camera-manufacturer, Syn-Optics' Peter Stuart, left, and creator Bakaleinikoff.

robotic "clone" of artist Andy Warhol. With 1,000 feet of pneumatic tubing and polyurethane skin, it reportedly is being built for use in a Broadway play.

- Bakaleinikoff has an arsenal that includes Robot Louis Stevenson, an android for intellectual gatherings; Stereobot, a moveable sound system for a party; and Robot Wars, a unique game that uses two full-size robots that battle with electric ray guns.

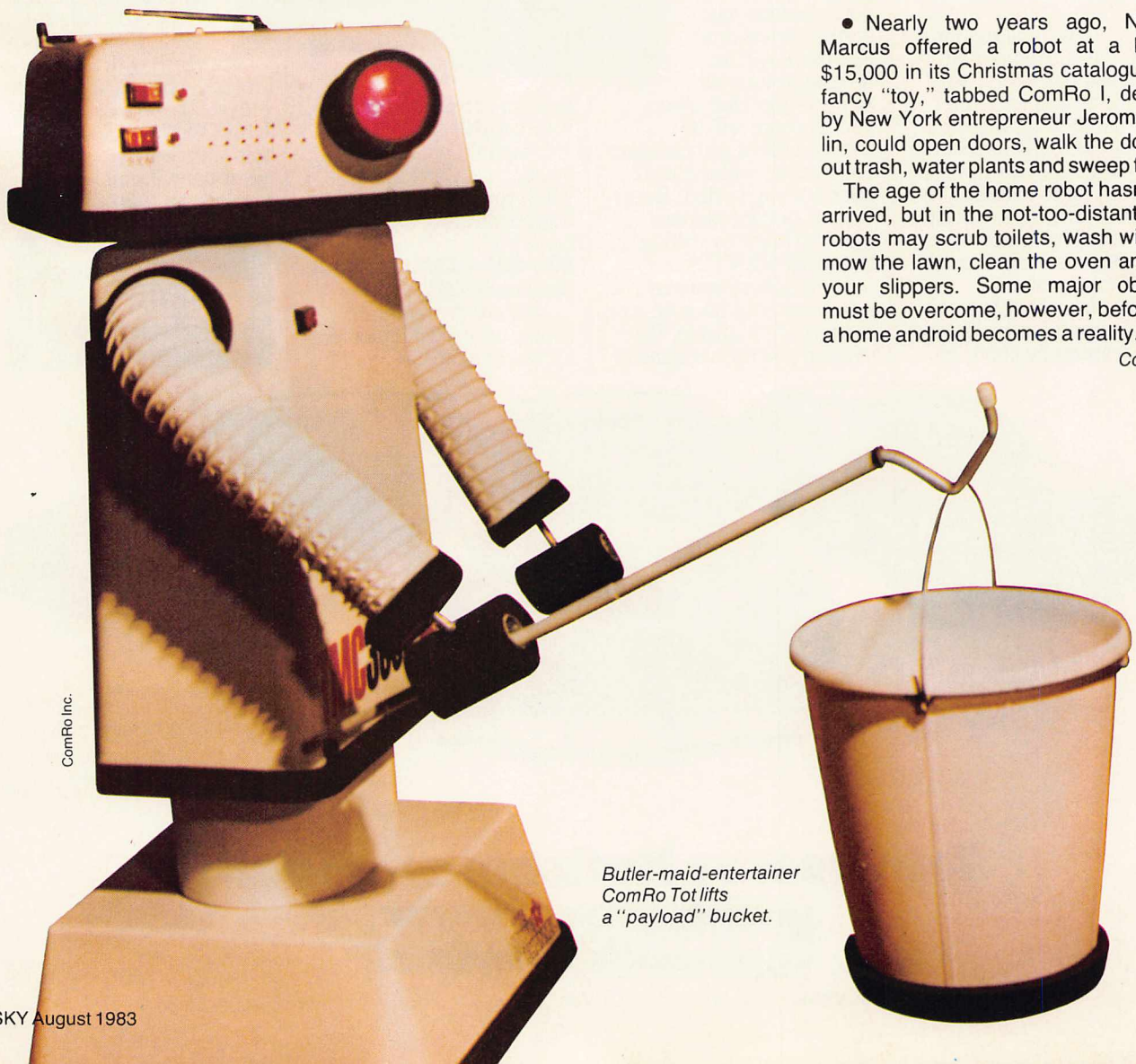
- Then there's Sheriff Bud Longneck, a 7' 8" walking beer can developed for Billy Bob's Texas, a country and western complex in Fort Worth.

"I expect the same thing will happen with home robots as with home computers."

- Nearly two years ago, Neiman-Marcus offered a robot at a bargain \$15,000 in its Christmas catalogue. This fancy "toy," tabbed ComRo I, designed by New York entrepreneur Jerome Hamlin, could open doors, walk the dog, take out trash, water plants and sweep floors.

The age of the home robot hasn't quite arrived, but in the not-too-distant future, robots may scrub toilets, wash windows, mow the lawn, clean the oven and fetch your slippers. Some major obstacles must be overcome, however, before such a home android becomes a reality.

Continued



ComRo Inc.

Butler-maid-entertainer ComRo Tot lifts a "payload" bucket.

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Take vision, for example. While there's been a sudden emergence of robot vision systems, the industry has a long way to go before duplicating one of mankind's most complicated senses. Inventors are destined one day to equip robots with a vision system that discerns the relative size, shape and distances of objects. As far as your home or apartment is concerned, it's imperative that a pet android be able to distinguish between a picture glass window in the living room and the concrete walls.

A Japanese firm claims to have developed a new robot that perceives objects with two "moveable eyes" made of 300,000 optical fibers enabling the device to differentiate shapes and sizes through what's called "image recognition technology." Its proven effectiveness can't be determined, however, until the robot is installed in an Osaka assembly plant.

Another serious obstacle facing the perfection of personal robots is the design of the typical home itself. Robots won't be able to perform many household chores until they can be programmed to climb stairs, negotiate sharp corners and function in rooms of different sizes.

Sensitive touch is another significant challenge. To be effective, robots must be able to grip a glass without shattering it, or wash a window without breaking it.

General Electric Company



Headless P6 receives an instruction in material handling by GE engineer Paul Betz.

*"The public
and the media will never
tire of seeing
robots as mechanical
people."*

Some experts believe that all personal robots developed to date are merely the early offspring of an industry still teetering on the frontier of technology. But be assured that personal robots are here to stay.

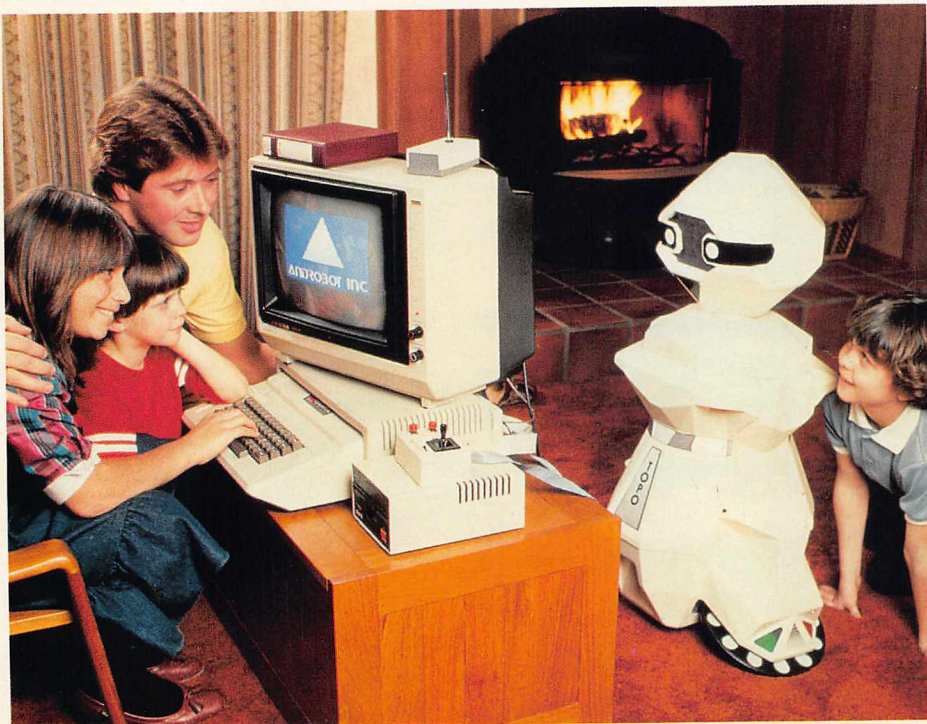
Indeed, several fundamental problems have been solved recently to advance personal androids from the radio-controlled or gimmick phase to real, multi-function devices with artificial intelligence that can be programmed to perform various tasks autonomously. Among the *true* robots that have been or will be introduced during 1983 are — Androbot's B.O.B., Hero I by Heath, ComRo TOT by Comro and RB5X by RB Robot. They feature on-board computers and sensing capabilities which enable them to talk, move, determine distances, sense light, grip objects and teach.

Hero I made an auspicious debut last year. Looking something like R2-D2 of *Star Wars* fame, it was unveiled on Capitol Hill before television cameras and a real-life senator. Although it — the robot, not the senator — reputedly can speak any language, including pig Latin, the one-armed device used a simulated brand of English to tell a TV crew: "Please turn off light. It hurts my eyes."

A product of the Heath Company of Benton Harbor, Michigan, the 39-pound robot has been designed as a training system for industry and schools. Hero I is a self-contained, electromechanical android that can be programmed to pick up small objects, travel over predetermined courses and repeat specific functions on a predetermined schedule.

Continued

Androbot, Inc.



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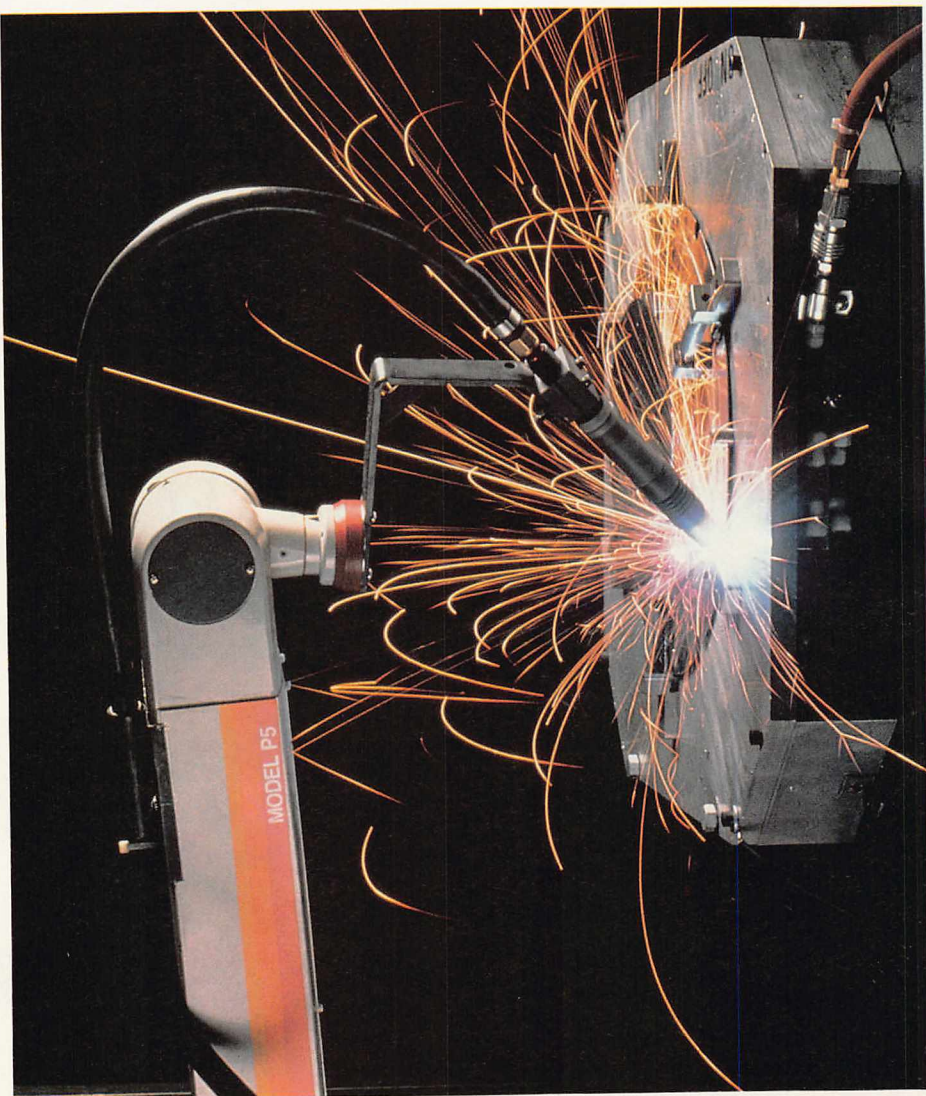
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ROBOTS *Continued*

General Electric Company



Goggles aren't needed by GE's P5 when its "actuator" (arm) performs an arc-welding operation.

Introduced last September, the RB5X Intelligent Robot has caused quite a stir among students, educators, business people and the general public.

"As the first general-purpose microbot designed especially for home experimentation and educational purposes, the RB5X contains its own microprocessor — its own computer on a chip. So it is completely programmable," says Sharon Smith, manager, public relations of the RB Robot Corporation of Golden, Colorado.

She adds, "Since it's also equipped with its own memory, programs, sonar and tactile sensors, the RB5X actually learns from its own experience. And hardware and electronics can be altered or added at the discretion of the user." RB5X robots were made available this sum-

mer to more than 2,000 young computer campers, ages seven to fifteen, who enrolled in Original Computer Camps from Hawaii to Scotland.

"Born" last January, ComRo TOT is a fully programmable, functioning robot that can push a baby in a stroller, sweep carpets and do light household chores. At parties, it serves drinks and snacks. And when the food is gone, it has a compact TV and an AM/FM cassette deck to entertain the guests.

"Designed as a personal robot, ComRo also fills the role as a promotional and educational robot," says Jerome Hamlin, president of Comro Inc. of New York City.

He continues, "The Movie Channel — a nationwide cable TV system — bought the prototype ComRo to promote its showing of *Star Wars*. It conducted a contest called

the 'Great Robot Giveaway', which attracted 50,000 entries. ComRo chose its new master by selecting the winning entry."

The robot, which has appeared on NBC's *Today* show, has a dual option that enables it to be operated either by an on-board microcomputer or via radio control.

As to future prospects, Hamlin is exploring the possible medical benefits of robotics, which might include making robots the extensions of handicapped children and adults.

Some other recent developments aimed at advancing the state of the art include:

- Computer students at the University of Florida in Gainesville have been teaching a robot how to pour refreshments without spilling, write its name in big block letters and stack colorful blocks in some kind of order. The research is being conducted at the University's Center for Intelligent Machinery and Robotics.

- Superior Robotics is working on a robot security guard. Says Bakaleinikoff, "I've already completed the prototype. My security guard would confront an intruder with flashing eyes and blaring diesel homes while recording evidence on its 35-millimeter camera and voice analyzer. It would do all this — *after* dialing the police."

Bakaleinikoff jokes, "I can see the day coming when robots will lick green stamps without getting sick, remove hot pizzas from ovens without gloves and work as bartenders in tough neighborhoods."

Beley, Bakaleinikoff, Doornick and other robotics experts are continually amazed at the overwhelming response to their products at a convention, trade show or consumer event. "It's like the second coming of the Beatles," says Beley. "People in general are utterly fascinated by robots."

When General Electric announced its formal entry into the robot field a couple of years ago, executive vice president James A. Baker recalls, "Our robot exhibit drew more attention from several hundred sophisticated financial analysts and press people than Bo Derek on the beach . . . The public and the media will never tire of seeing robots as mechanical people."

It should be obvious by now that the personal robot industry has a real future. That's especially true if standardized robots become as commonplace in the home as television sets, which is exactly what some scientists predict the case will be. ☺



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THE CHARM OF CHAMPAGNE

BY JIM PETTIGREW JR.



Previously reserved for only special occasions, the most glamorous of wines is experiencing a more wide-ranging revival.

In most ways, the two executives seated for dinner in the fine restaurant seem quite typical. They are well dressed, urbane, articulate and relaxed in the posh setting. There is a discernible difference, though, when one of them orders the aperitif. Rather than a cocktail or wine, the order is given for champagne, a good label and vintage.

After the elegant bottle is served and the two savor the very fresh, clean taste, tiny bubbles can be seen in the graceful, long-stemmed glasses. As they enjoy the vintage Brut 1975 Piper-Heidsieck, they hold the delicate glasses by the stems, so as not to warm the sophisticated liquid inside. Compared to the usual wine etiquette, they drink rather fast, gesturing with the glasses as a major business transaction is discussed.

The two businesspeople enjoying their meal amid the plush decor and softly lit ambience of Atlanta's Midnight Sun restaurant are representative of a now-recognizable trend in American dining: the use of champagne and other sparkling wines – historically consumed at special events – for noncelebratory reasons.

On a nationwide basis, champagne and sparkling wines are experiencing a slight but steady growth, even though overall wine sales in the U. S. have leveled off while remaining healthy (California wine producers shipped over 358 million gallons in 1982). According to data prepared by San Francisco's Wine Institute, California champagnes enjoyed a notable growth rate in the same period, up 6.5 percent in 1982 to 25.5 million gallons.

"It's certainly an interesting point to note that champagne and sparkling wine sales were up and healthy last year," observes Bruce Galphin, wine critic and editor of *Winews*, a specialty publication serving the East Coast, "especially in a flat wine market. Champagne is catching

on as an elegant aperitif. It's a sort of 'one-up' on the trend to white wine and away from serving hard liquor. People are also learning that champagne is an excellent drink all through the meal."

According to centuries-old tradition, the only true champagne is that produced with the time-honored formulae, and under the rigid federal laws in the famous Champagne District of France, north of Paris. To the purist and the Frenchman, all others – including the *vin mousseux* produced in the non-Champagne regions of France itself – are called "sparkling wines." Currently, all the wine-producing Common Market countries honor this French law, but curiously, the U. S. does not. Numerous fine California and New York State sparklers are currently labeled "champagne," so for clarity in this article, *champagne* will be used for both French champagne and all other sparkling wines.

Currently, a keynote item in the champagne world concerns the joint venture and other vineyard-acquisition activity in the wine-rich lands of California. Two French-American examples include Domain-Chandon, with Moët-Hennessy

(producers of the renowned Dom Perignon) as principals, and also California's Piper-Sonoma wineries, owned by the famous French champagne producers, Piper-Heidsieck. Two Spanish operations, Codorniu and Freixenet, have purchased California lands and are now building wineries for champagne production.

Since the Roman conquest of Gaul in 51 B.C., the rich, chalky soil and vines of the ancient Champagne region have been famed for wine production. For many years during the Dark Ages and afterwards, people in this French province, whose name is derived from the Latin *campus*, had witnessed a familiar occurrence. Certain wine bottles would occasionally slip their stoppers and overflow with a bubbling liquid. Those fortunate enough to catch some of this substance were astounded by its exquisite taste. Local peasants even called it "bewitched" and "the devil's wine." For generations, no one realized that an early cold spell halted the wine fermentation and that a second fermentation began the next spring.

Continued



Business executives enjoying lunch at Atlanta's Midnight Sun restaurant typify the trend: the use of champagne for noncelebratory purposes.

Conway / Atlanta

Most wine historians agree that Dom Perignon (in the 17th Century, chief cellarer of the Benedictine Monastery at Hautvillers in the heart of Champagne) was the first to understand — or at least control and perfect — this chemical phenomenon. This famed winemaker began using special corks from Spain, laid down specific rules for temperature and pioneered the wine-blending process or *cuvée*, an essential part of the production which ensures evenness and balance in taste. During that period, one account has it, Perignon opened his first successful bottle and, marveling at the tiny bubbles rising slowly to the surface in the clear beverage, called out "Come quickly! I'm drinking stars!"

Second fermentation: a complex procedure which lasts between four and five years.

Although three centuries have lapsed since that time, the classic *méthode champenoise* of champagne production that Dom Perignon developed is still used today, both in France and in the United States. Two other methods, "transfer" and "bulk production," are also now utilized for less-expensive champagnes. In the French Champagne district, *méthode champenoise* is a revered tradition, rigidly controlled by local and federal laws, the toughest for wine production in the world.

This costly and time-consuming process begins with the harvest, where only certain grapes are chosen. A little-known fact is that both black (pinot noir) and white (chardonnay) grapes are used in the making of champagne, although a very light variety, called *Blanc de Blancs*, comes from only the chardonnay grapes. The carefully chosen grapes are then pressed very lightly, so as to avoid the juices being stained with color. The collected juices are then stored in large kegs for a period of about 90 days, as the first fermentation begins. It is at this point that each firm's winemaker carefully tastes the variety of wines that will be incorporated in the vital *cuvée*, or blend (as many as 30 wines). When the *cuvée* is complete, the exquisite bottles are ready to be filled.

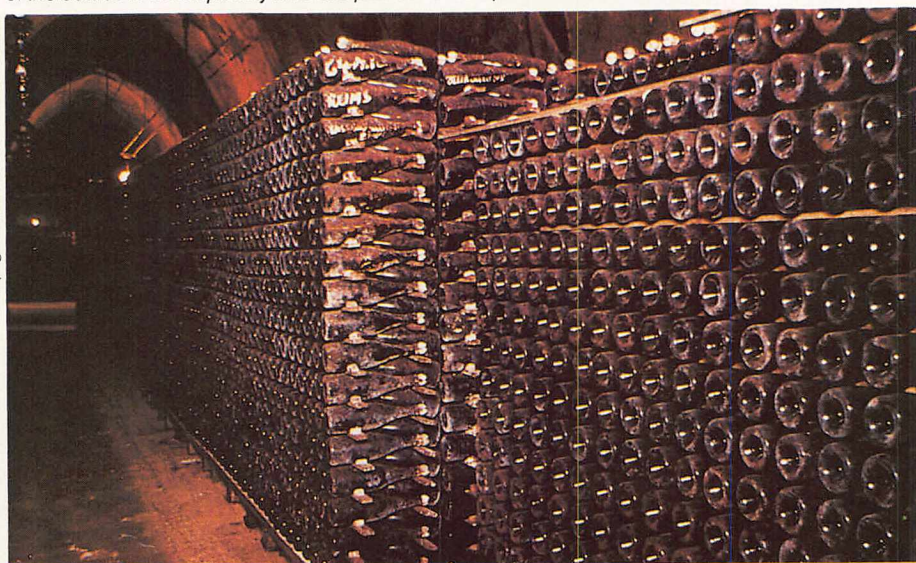
Highly skilled workers fill the special bottles, with the thick necks and concave bottoms that withstand the tremendous

fpg / Dave Bartruff



Above: The wine-rich vineyards of California are coming into their own in terms of champagne production. Below: The "riddling" process consists of a gradual tilting of the bottles to a completely inverted position over a period of two weeks.

Champagne News and Information Bureau



pressures built up during fermentation. They are then placed in the deepest and coolest parts of the cellars in seemingly endless rows, lying on their sides. The champagne will remain in these bottles until delivered to the proud tables; hence the important designation on the label — either *méthode champenoise* or "fermented in this bottle." Then the long, slow, second fermentation process begins, lasting four to five years.

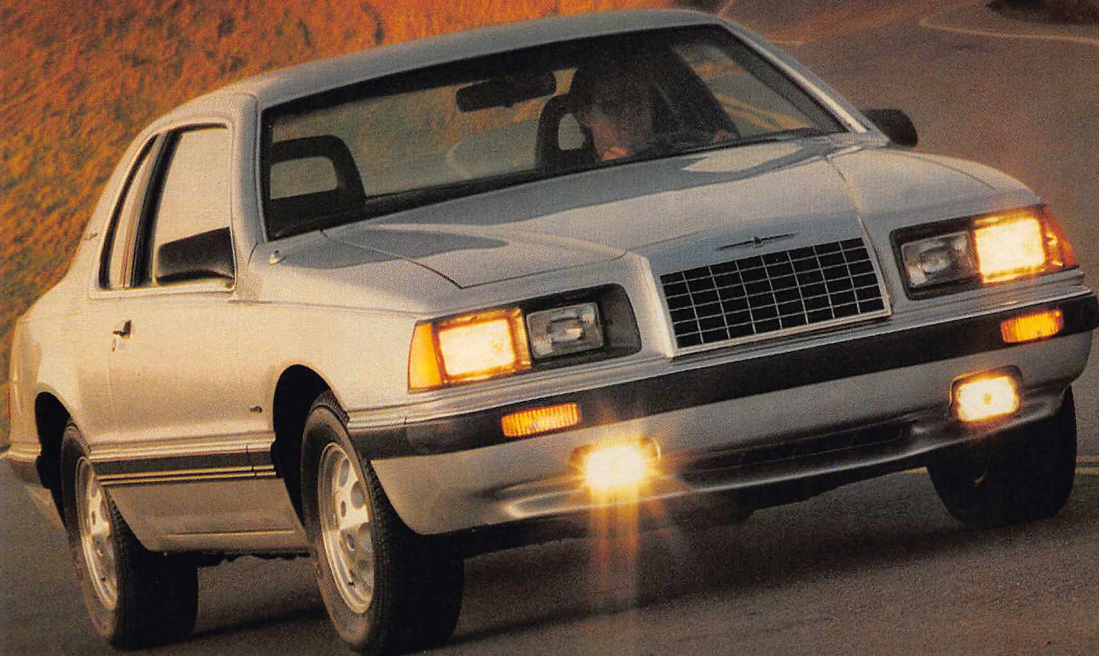
When the bottles have reached maturity, there comes another delicate and important step. The bottles are placed in special "riddling" racks that allow the necks to be pointed gradually downward. During the second fermentation, the yeasts have broken the sugars down into

alcohol and carbon dioxide gas. The CO₂, which escapes through the wine keg's bung hole in the production of still wines, cannot escape in the champagne production process. It gradually becomes mixed in with the champagne — a critical part of the procedure — and creates a pressure of four to five atmospheres. During this time, the second fermentation has created natural sediment which has to be removed.

The highly trained technicians begin the "riddling" process, where the bottles are tapped lightly and rotated part of one turn in their racks. This is done daily to each of the thousands of bottles, and they are gradually tilted to a completely inverted position over a period of two weeks.

Continued

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Purists contend the only true champagne is that which comes from the French district of the same name — a view of which is seen here.

The painstaking process causes the sediment to collect in the neck. Then the bottles are placed upside down in a cold brine solution which freezes the neck, causing the sediment to form a solid plug. Carefully, the workers remove the corks, and the enormous pressure forces the sediment out. At this point, the *dosage* is added, a tiny portion of sugar dissolved in old champagne wine.

The amount of dosage, which halts the fermentation process, will determine whether the champagne will become Brut (the driest), Extra Dry (with a very slight sweet taste), Dry (slightly sweeter, also labeled *sec*) or Semi-Dry (the sweetest, also labeled *demi-sec*). The bottles are then swiftly given their final mushroom-shaped corks, wired, foil-wrapped and labeled. After this long, meticulous process, the champagne has reached full maturity and is ready to be drunk. It will not improve with any further aging, although it may be stored safely for up to four or five more years. (During Prohibi-

tion, huge amounts of champagne were smuggled into the U. S. In 1959, a young couple found nine bottles washed up on a Cape Cod beach. Although the corks were dated 1920, the champagne was still sparkling.)

Unlike other fields of criticism, wine experts, writers and critics usually agree in about 90 percent of cases, apart from personal tastes and preferences. Although French champagne is unquestionably the world's finest and will always retain its heritage as *the* elegant drink of celebration and "the wine of kings," it is still more expensive than the several fine domestic American champagnes like those of California's Mirasou Vineyards and those of Korbel Champagne Cellars, as well as New York's Great Western labels and Bully Hill's *Blanc de Blancs*.

Experts also point out that it is possible to find bargains in nonvintage champagnes, those made from the harvests of more than one season. However, says wine writer Galphin, if the price difference

between a label's vintage (produced from a single harvest) bottle and a nonvintage offering is no more than two or three dollars, it's a good idea to choose the vintage bottle (particularly with French champagne). "The best way to select champagne," Galphin adds, "is for the nonexpert to do a certain amount of reading. You can visit the wine section of any quality bookstore, and there will be a number of excellent books with sections devoted to champagnes. You can trust any of them."


Better liquor stores and wine shops also carry helpful booklets with concise champagne information, such as the *Pocket Guide to Champagne* (Champagne Information Bureau, 220 East 42nd Street, New York, New York 10017; French only). Information on California's host of quality sparklers may be obtained from The Wine Institute, 165 Post Street, San Francisco, California 94108.

Legend has it that Marie Antoinette, a champagne devotee, had four glasses formed from a porcelain mold of her breasts, thereby creating the familiar *coupe* glass or "saucer on a stem," as derided by experts. This tidbit, though, is more useful in an historic sense than for fanciers of the sophisticated drink, since the *coupe* glass is universally held among knowledgeable tasters as the worst possible vessel for champagne enjoyment.

"The best glass for champagne," notes Midnight Sun's general manager and extensively traveled wine expert, Fred Halimeh, "is the one with a very long stem and a tulip-shaped bowl and head. What you want is a glass that does not allow the bubbles to escape too rapidly. Besides being good for champagne, they are aesthetic, beautiful — and they are good for gesturing during conversation. Personally, I prefer a somewhat larger rim than many people. I like the bubbles on my nose!"

Turning to the ethos of champagne, Halimeh adds, "I detest snobbery when it comes to wines. A person may want an exclusive and very expensive French label, say a Dom Perignon or a Piper-Heidsieck, but then another person may want a good \$12 bottle, and that is quite feasible with several California labels. What is important, however, is the personal taste, what a person *likes*. That is the essence of champagnes and, for that matter, all wines."

The 1982 harvest in Champagne, France was the largest in that region's rich history, but a consensus of experts prefer to wait and taste the outcome, a matter that will take years.

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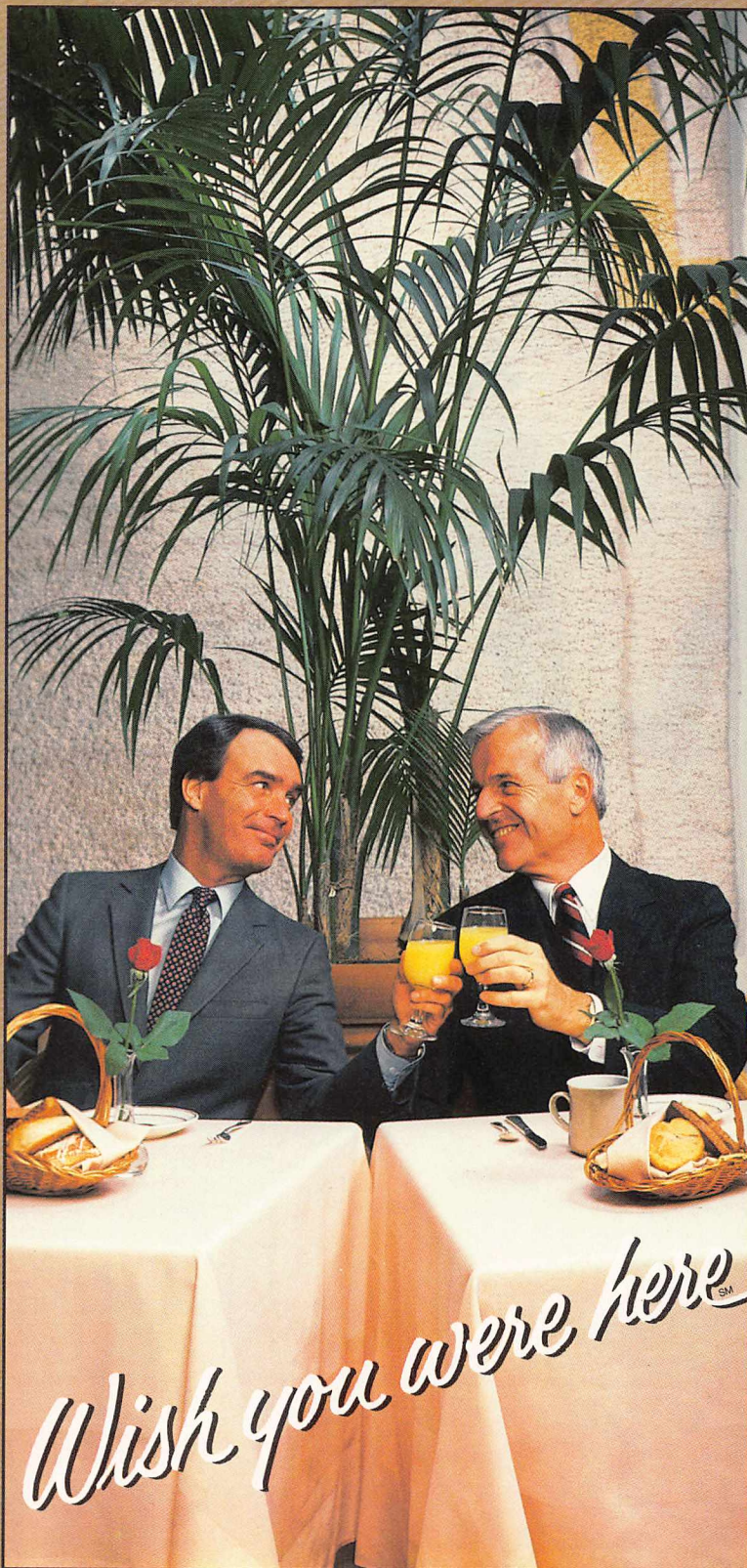
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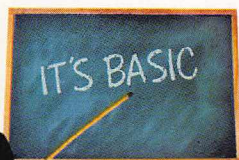
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BRINGING BACK THE BENOIST

BY MICHAEL BANE

Florida Aviation Historical Society

"What was impossible yesterday is an accomplishment today, while tomorrow heralds the unbelievable": Fansler's speech prior to first take-off.

*On the eve of the 70th anniversary of commercial flight,
a recreation of fabled Number 43 – and a journey that made history.*

The morning of New Year's Day, 1914, was cold in St. Petersburg, Florida, but no one in the crowd of 3,000 people jamming the waterfront seemed to notice. Instead, their attention was riveted on a strangely graceful object floating in Tampa Bay. It was 26 feet long, with a huge wingspan of 45 feet – a bizarre cross between a small wooden boat and the most newfangled of all newfangled inventions, the aeroplane.

Under the careful ministrations of mechanic Jay Dee Smith, the Benoist Type

XIV airboat sputtered to life as a dashing pilot named Tony Jannus worked the controls. The passenger, a former mayor of St. Petersburg, pulled his heavy raincoat tighter and stepped gingerly into the rocking airboat. He donned his goggles – there was no windshield – signaled to Tony Jannus that he was ready, and braced himself. At exactly 10 a.m. the Benoist airboat taxied across the water, building up speed, and commercial aviation in the United States was born.

Sixty-nine years later, another Benoist airboat, an exact replica of Number 43, is under construction. Built entirely with donated funds and labor by the Florida Aviation Historical Society, the Benoist will recreate that first flight across Tampa Bay

on the 70th anniversary of commercial flight.

"We're all a bunch of nuts," says Dr. Warren J. Brown, historian for the group. "There's an unbelievable amount of work in the Benoist, and it's authentic."

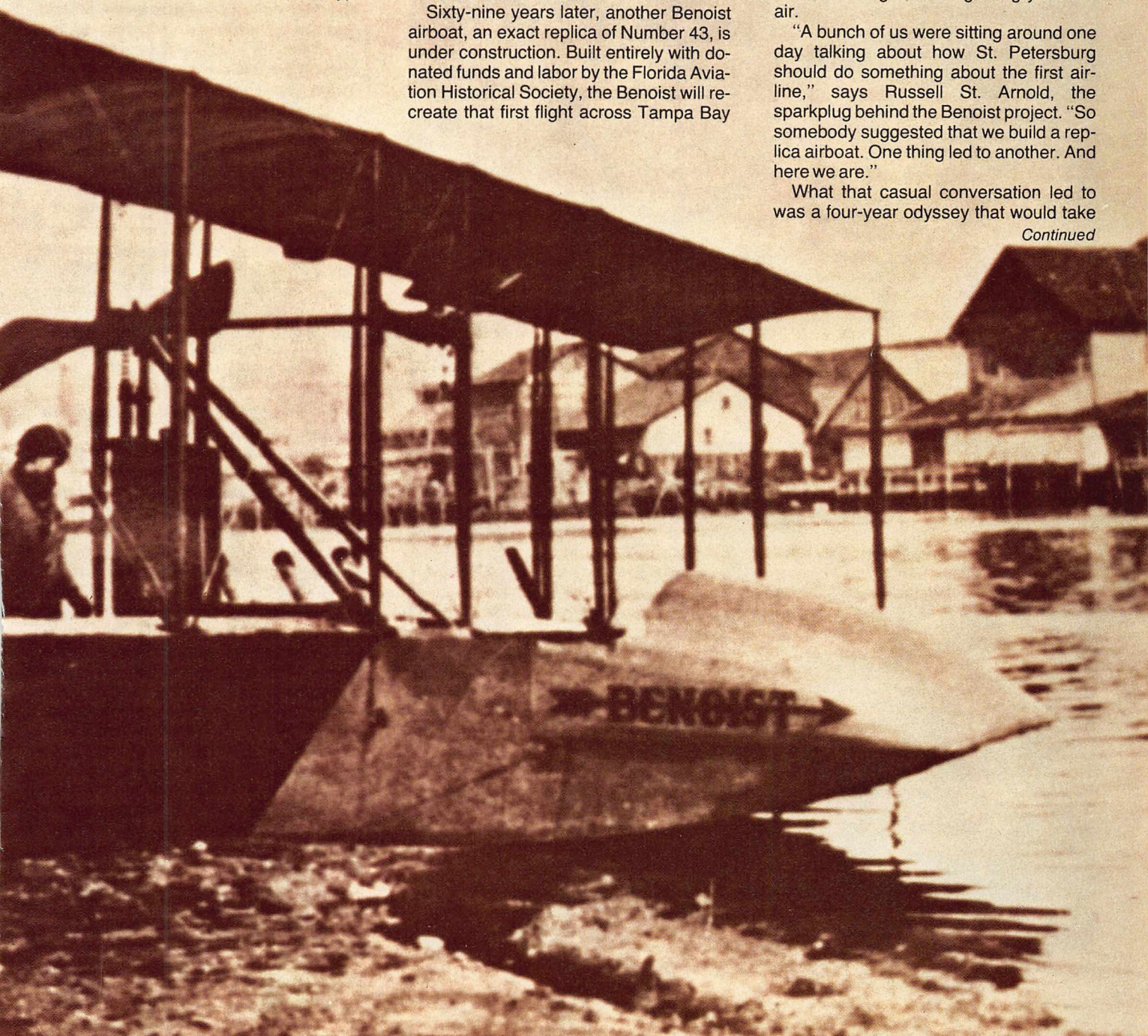
An earlier model had been built in 1964, but it used Piper wings – "Very crude," Brown sniffs. "Not an exact replica."

The building of the Benoist is more than a leisure time activity for pilots. The Benoist taking shape at Clearwater, Florida's Executive Airpark is a masterpiece, a work of art struck in carved wood, hand-fabricated metal pieces and shellacked Dacron material. Already in the final assembly stages, the airboat sits in its small hangar, looking hungry for the air.

"A bunch of us were sitting around one day talking about how St. Petersburg should do something about the first airline," says Russell St. Arnold, the sparkplug behind the Benoist project. "So somebody suggested that we build a replica airboat. One thing led to another. And here we are."

What that casual conversation led to was a four-year odyssey that would take

Continued





In its final assembly stages, Number 43 is being reproduced at Clearwater's Executive Airpark.



Benoist with pilot Jannus and lucky young passenger Mahlon Hagerty, in 1914.

BENOIST

Continued

Aviation Society members across the country time and time again, in search of clues to the Benoist airboat.

"There were no plans," St. Arnold says, "so we collected pictures, literally hundreds of pictures, and magazine articles. Then we drew our own plans from those pictures."

The problem was compounded by the fact that the technology of the 1980s is significantly different from that of 1913. Some of the old technology had been, if not lost, then misplaced. Not only did they have to build the plane, but they had to figure out *how* to build the plane, and first build the tools to do it. Research took three years.

"My plane is figured down to the last equation and improved up to the second."

A stroke of luck came when St. Arnold discovered the pieces of a different style Benoist crated at the Aviation Museum wing of the Smithsonian. St. Arnold studied the plane at length, badgering the Smithsonian for details. Eventually, the exhausted officials began building their own Benoist.

"It's like a narcotic," Brown said. "Once you get started, you get addicted to it."

Looking at the Benoist, it's easy to understand that addiction. From the wicker-backed pilot's seat to the nine-foot chain-driven prop, the Benoist harkens back to a more romantic era, a living memory of barnstormers with long, white silk scarves, when the air above was an unexplored land.

Until Tony Jannus headed the Benoist airboat on its 21-mile journey to Tampa that New Year's, the airplane was a novelty, the exclusive property of circus promoters and barnstormers.

Aside from the obvious commercial appeal of charging for a quick ride — and some local "P.T. Barnums" made as much as \$5,000 a day — the commercial applications of the Wright Brothers' great invention seemed nil. It seemed hardly likely to replace the steamship or the powerful locomotive as a means of practical transportation.

After that flight, however, (for which Mayor Abe Phiel paid \$400 in an auction to be the first passenger), the future of commercial aviation was never in doubt.

Continued

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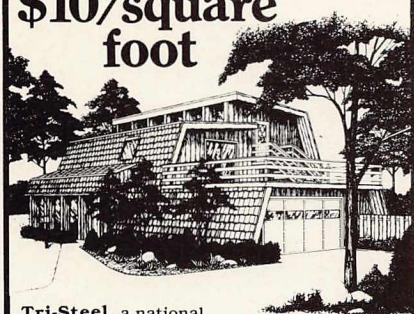
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BENOIST

Continued

The Tampa-St. Petersburg Airboat Line was the brainstorm of Thomas Wesley Benoist, a St. Louis manufacturer of sparking batteries and self-starters for automobiles, and Percival Elliott Fansler, a Purdue-educated Florida sales representative of Kahlenberg Brothers, a marine diesel manufacturer.

It was in 1909 that Thomas Benoist realized that there would soon be a need for airplane parts. Later that same year he opened a store called "Aeronautic Supply Company."

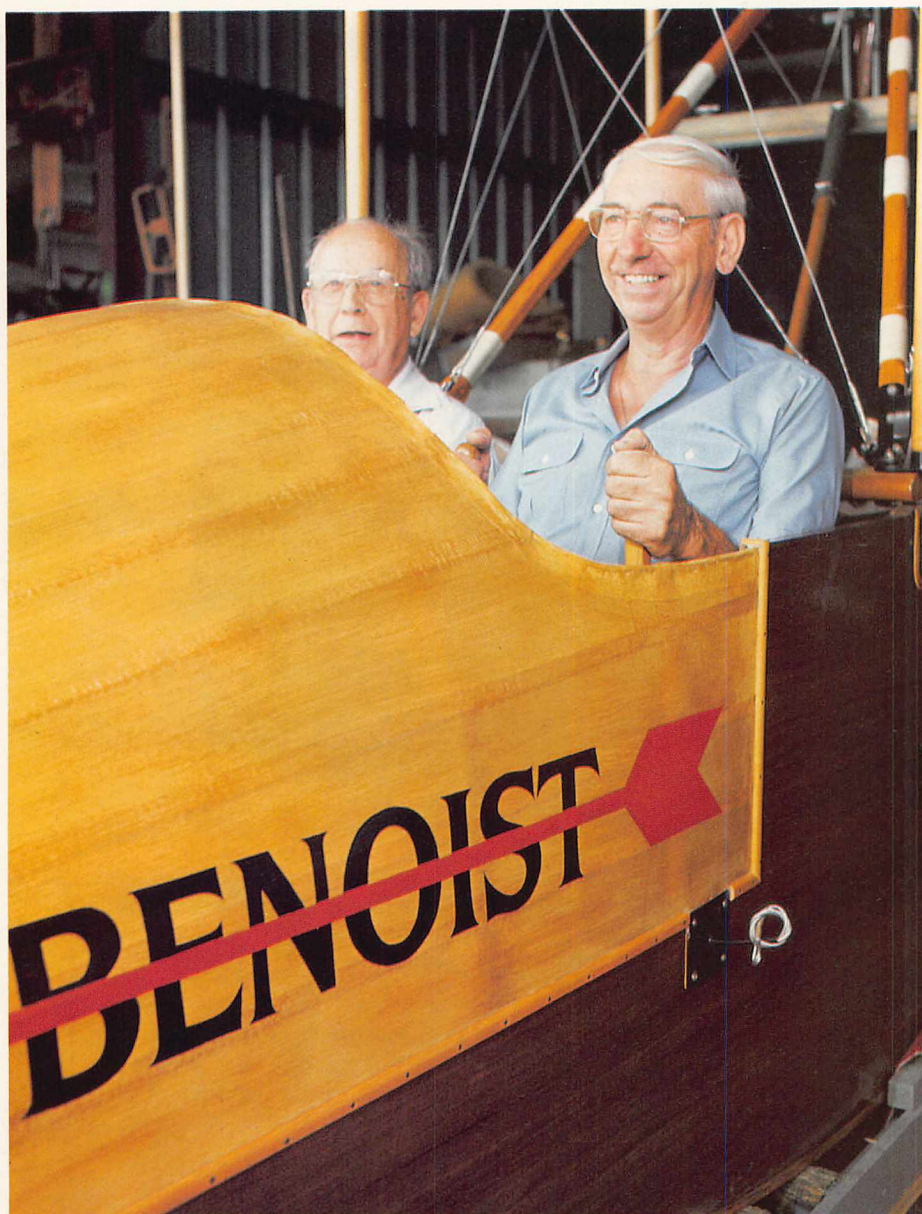
Not satisfied with selling airplane supplies, Benoist began building airplanes, mostly duplicates of American and Euro-

pean designs. They flew, and Benoist was hooked. The Benoist Type VII, Model No. 1 was a masterpiece, such a smooth handling piece of machinery that he had to open a flying school to teach budding pilots how to fly his new airplane.

Soon Benoist linked up with a pair of daredevil pilots, Tony and Roger Jannus, and their mechanic Jay Dee Smith, who could fly "anything, anywhere, anytime." To prove it, Tony Jannus flew a Benoist plane at 15,000 feet over St. Louis while Army Captain Albert Barry jumped out, the first man to jump by parachute from an airplane.

Tony Jannus' next big attention-grabbing stunt was flying from Omaha to New Orleans along the Mississippi River, a distance record. The feat was lovingly written up in *Aero and Hydro Magazine*,

Al Messerschmidt



Ed Stoner at the controls with St. Arnold; the "first" flight's pilot has not yet been named.

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which was read by Percival Fansler.

Fansler was captivated by the image of the dashing pilot, hell-bent-for-leather in his flying machine. But he saw something else as well: a tiny glimpse of the future. He immediately sat down and wrote to Benoist.

"The idea popped into my head," Fansler wrote later, "that instead of monkeying with the thing to give 'jazz' trips, I would start a real commercial (air) line running from somewhere to somewhere else. I wrote to Tom about the scheme, and he immediately became enthusiastic."

Benoist agreed to supply two airboats, with his crack pilots and their mechanic, if Fansler agreed to "work out the operating details, select a route, and handle the business end." The area Fansler chose for the first commercial airline to fly was the stretch between Tampa and St. Petersburg, two cities separated by the deep blue of Tampa Bay. In 1913, the trip between the two cities was either a two- or three-hour steamship trip across the Bay or an agonizing 64-mile drive around it. Fansler figured the airboat could make the trip in 20 minutes.

*"Had he lived,
we'd probably be flying
in planes named Benoist
instead of Boeing."*

He first approached Tampa officials, where he was met with a negative response. The reception across the Bay in St. Petersburg was different – business leaders thought it was a great idea, although some of them stated flatly that they didn't believe there was any such thing as a "flying boat." Fansler sweet-talked a far-sighted group into backing the venture. By the end of 1913 the deal was set, and the St. Petersburg-Tampa Airboat Line was born.

Airboats would leave St. Petersburg at 10 a.m. and 2 p.m., with return flights from Tampa at 11 a.m. and 3 p.m. In addition to the pilot, the Benoist could carry one passenger weighing no more than 200 pounds (although Tony Jannus was known to squeeze a couple of small people into the passenger seat; Jay Dee Smith recalled that on one such trip, there was so much weight the wings actually bent). Cost for the trip was \$5 one way – about \$60 in 1980 dollars – \$10 roundtrip.

The Benoist airboat – Number 43, as Benoist numbered his planes in chronological order – weighed in at 1,250 pounds empty, and was constructed of wood. "My plane is figured down to the last equation and improved up to the second," Benoist wrote. "Some others might be built as good, but none are built better,

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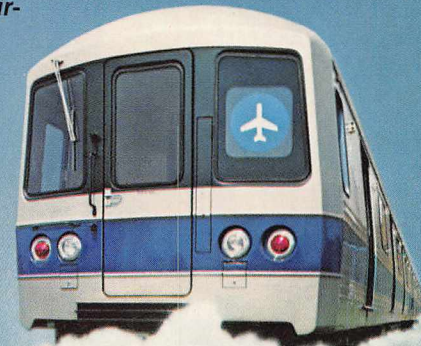


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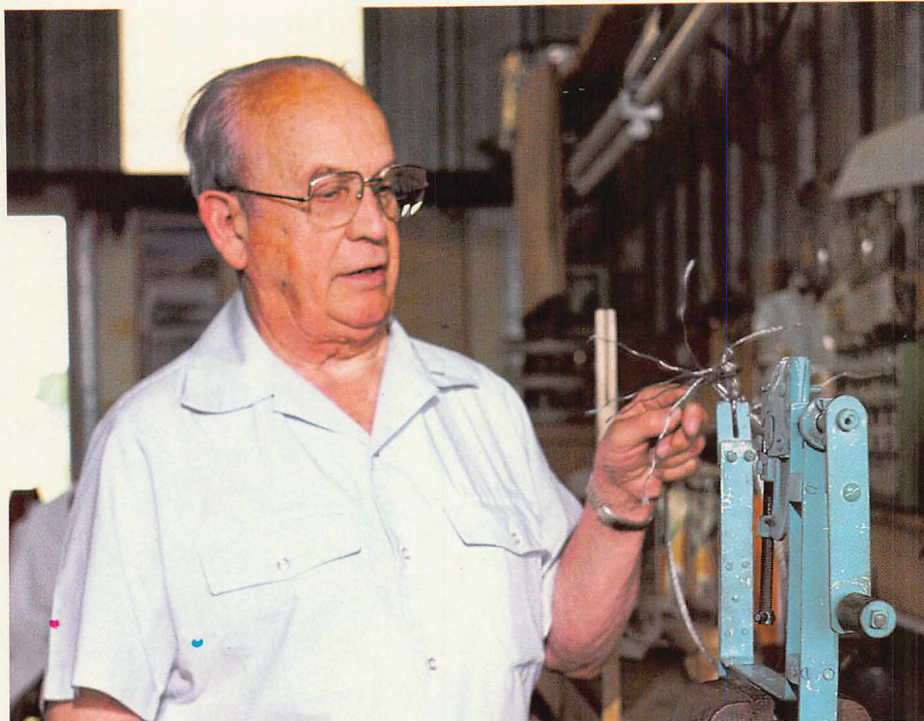
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Across the bow of Number 43 were written the signatures of over 50,000 people who had seen it fly. Powered by a two-cycle, 75-horsepower Roberts engine, the airboat could reach speeds of almost 65 miles-per-hour, a stunning speed in 1914. Jannus seldom took the plane over 500 feet above the gleaming blue waters of Tampa Bay, keeping the airboat barely skimming over the low waves.

The first trip began inauspiciously, when Jannus had to put the airboat down in the middle of the Bay for some minor repairs. The former mayor helped out, and they were underway in no time, although the mayor is reported to have gotten his hands oily.

"Some said 'she'd fall into the Bay before she got halfway across,' and I doubt if many actually believed the trip would be carried out on schedule," Fansler later wrote. "At 10:26 a.m., the telephone bell rang and my elation could not be concealed as I heard the attendant at the Tampa terminal say, 'Tony's coming up the river, and there's a big crowd yellin' its head off!'"

Primarily because of the war, the St. Petersburg-Tampa Airboat Line only lasted a few months, although by any standards it had been a success. The plane made a total of 172 regular trips, carrying people, mail, newspapers and even smoked hams across the Bay. (The entire St. Louis Browns baseball team once lined up for the novel trip.)


Sadly, both Tony Jannus and Thomas Benoist met untimely fates within a few years of the launching of Number 43. Fansler, however, remained in the field, becoming Chief of Engine Section (Eastern Division) for the Bureau of Aircraft Production the following year.

"Tom Benoist was a man far ahead of his time," says Russell St. Arnold. "Had he lived, we'd probably be flying in planes named Benoist instead of Boeing."

The goal of the whole Benoist project is the creation of a display on St. Petersburg's bayfront, honoring the first airline and its founders. The group has even had a building designed, an open glass structure, well suited to display the Benoist.

The story is told that Tony Jannus once had an eventful landing in Tampa Bay because of dirt in a fuel line. In the landing, he broke a pontoon and part of the wing. Calmly, he fixed the fuel problem, then took off with one wing hanging "like the broken wing of a bird." When Tom Benoist congratulated him for his flying, Tony Jannus shrugged it off.

"Watcha talking about," he said. "That was nothing."

Since 1964, St. Petersburg and Tampa have presented the annual Tony Jannus Award citing individuals "for outstanding contribution to scheduled airline service." 



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AIESEC:

Grooming Tomorrow's Business Leaders

BY JANICE LEVENTHAL

Helping students achieve a global perspective is the goal of this unique management organization.

Today, more than ever, America's challenge of the future demands an understanding of international economic affairs based on a global perspective. And to achieve a successful global economic structure, students must be educated and prepared to become the leaders of tomorrow. It is critical that they acquire a practical awareness of international cooperation and interdependence.

AIESEC, (pronounced "eye-sec"), the French acronym for the International Association of Students in Economics and Business Management, is an independent, student-run, non-political, non-profit global operation for international management education. The organization was founded 35 years ago by students from seven European countries, determined to improve international relations

after World War II. Since then, it has grown to include 60 nations with chapters on 400 college campuses, and it involves over 40,000 students. AIESEC is the largest management development group of its kind in the world.

The core of AIESEC is the international traineeship exchange program. Through this program, AIESEC unites the academic and business worlds, providing students with an opportunity to complement their education with practical experience. At the same time, it offers companies a unique resource of highly qualified student-employees at low cost and on a temporary basis. It's an exchange that benefits both students and businesses. According to John Allen, president of the International Securities Exchange Corporation, and chairman of the AIESEC-US Finance Committee, "the AIESEC program is a passport for participants to achieving a global perspective. It develops and prepares internationally educated managers who can be effective in various economic environments."

Over 4,000 students and recent graduates are placed annually with companies around the world, promoting the transfer of management skills between

students, businesses and countries. Companies hire students for a period of two to 18 months, during which time they participate in the daily operations of the firm. Students and companies are computer-matched, although companies are given the opportunity to interview candidates to further ensure the best possible working relationship. Employers may also request trainees meet specific requirements — such as language — so they will optimally suit the company's needs.

Billy Christensen, a vice president with IBM World Trade, and a member of the AIESEC-US executive committee, is convinced the exchange program is a terrific way for a corporation to get work done, without having to make a long-term employment commitment. Continually impressed by the high quality of AIESEC trainees, Christensen believes a participating company is guaranteed a "good dollar's worth" with an AIESEC student.

"It's a classic business situation where everybody wins," said Russ Gerson, former AIESEC president. Students receive both a business and cultural experience in a foreign environment, in addition to gaining an awareness of the interna-

Continued



AIESEC National Committee president Martha S. Keaveny addressed the delegates at the XXIV annual conference, held in Detroit.

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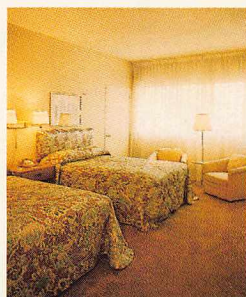
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AIESEC

Continued

tional business world. In the meantime, companies hire talented individuals at a low cost.

Corporations participating in the AIESEC exchange program pay a small administrative fee of \$600 to \$1,000 to the organization for each trainee. They are also required to pay trainees a weekly liv-

ing stipend during their internship. Students are expected to cover their own transportation costs, but AIESEC will make arrangements for their visas, housing and insurance, and also organize a calendar of social and cultural events during their traineeships.

AIESEC-US is currently celebrating its 25th year. It is located on 60 college campuses across the country, with national headquarters based in New York City. The US operation is recognized as having some of the best opportunities in busi-

ness management, and traineeships are extremely competitive. This year there were 1,500 applicants for positions in the U.S.; only 350 placements occurred.

Each local AIESEC committee is responsible for raising traineeships from companies, and for every foreign student placed in the U.S., an American student is sent abroad. In essence, by participating in the program, a company creates two opportunities: one for a foreign student to come into the country, and another for an American student to work in a foreign environment.

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Actual administration and operation of the program in 400 worldwide locations is done by the 18- to 23-year-old students.

This year, AIESEC-US is included in the "President's Initiative on International Youth Exchange." The Initiative is designed to create an exchange between future leaders of the economic summit partner countries: Canada, France, Germany, Italy, Japan, the United Kingdom and the U.S. Through the exchange program, AIESEC is recognized as a viable mechanism for increasing understanding between countries. AIESEC-US president, Martha S. Keaveny, views the involvement as extremely significant, believing that tomorrow's business and government leaders are in AIESEC.

Charles Wick, director of the United States Information Agency, agrees. "Business internships for talented students in commerce and industry have always been a strong emphasis of the International Youth Exchange Initiative," he said. "We believe the opportunity for young, corporate leaders of tomorrow to get together is extremely valuable over the long-term."

Because of the Initiative, a renewed cooperation between government and the private sector, and profit and nonprofit organizations, is expected. In addition, AIESEC's participation will enable it to further develop local committees in an effort to increase the number of exchanges between the U.S. and foreign countries.

The student exchange is not the only AIESEC program preparing students to become effective global managers. The actual administration and operation of the AIESEC program in 400 locations around the world is performed by the 18- to 23-year-old students. At the local committee level, management includes running the committee as well as selling the AIESEC program to corporations. It is comparable to managing a small business.

Kelly Lewis, an AIESEC National Committee representative and a junior at the University of North Carolina, has been involved with AIESEC since her freshman year. In her two years with the organization, she has raised local traineeships, coordinated a national account and has been asked to attend next year's International Congress in Avignon, France, with representatives from 59 other countries. Since she joined AIESEC-US, Lewis has enhanced her formal education in international studies by supplementing it with a wealth of practical business experience.

Joseph Loughrey, chairman of the AIESEC-US 25th Anniversary Local Conference and director of Internal Management for Cummins Engine Company in Ohio, believes that the local committee is the one student organization where people actually "do" something. Managing a local AIESEC chapter is a learning experience which a student would not even encounter in business school, said Loughrey. Though he did not participate in a traineeship when he was a student with AIESEC, Loughrey did have the opportunity to run different levels of AIESEC-US. The experience gave him a better understanding of corporate dynamics, promoting the development of his career in business.

Annual elections are held at the national level for selection of local members to manage AIESEC-US for a one-year term.

At the national level, annual elections are held to select a committee of highly qualified local members to manage AIESEC-US for a one-year term. International elections are also held to select officers for coordination of AIESEC operations in all 60 nations. Finally, AIESEC students host numerous regional, national and international conferences and seminars.

H.G. Welles once wrote, "History is a race between education and catastrophe." As our world adapts to rapid technological development, decisions reflecting a national scope are no longer adequate or realistic. A global approach is crucial in economic decision-making, and it is important for people to have the international experience necessary to operate effectively in this sphere. AIESEC offers both students and companies an opportunity to gain a global perspective through actively participating in an international environment.

For more information on AIESEC, write to: AIESEC-US, 622 Third Avenue, New York, New York 10017.

AIESEC Calendar of Events

1983-1984:

August 28 - September 2

National Seminar, New York City

October 7 - 9

Western Regional Conference,
Berkeley

October 14 - 16

Northeastern Regional Conference,
Smith College

October 14 - 16

Southern Regional Conference,
University of Houston

October 28 - 30

Central Regional Conference,
University of Cincinnati

October 16 - 24

AIESEC Presidents' Meeting, Norway

December 26 - 31

XXV National Conference,
New York City

December 29

XXV Anniversary Day, New York City

February 26 - March 3

XXVI International Congress,
Avignon, France



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The Hamilton (Itasca, IL)
The Oakbrook (Oak Brook, IL)

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Stouffer's Dublin Hotel (Dublin, OH)

Dayton, Ohio

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Houston, Texas

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Los Angeles, California (Opening 1985)

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Riverview Plaza Hotel

Monterey, California (Opening 1985)

Palm Springs, California (Opening 1985)

Philadelphia, Pennsylvania

Valley Forge Hotel (Valley Forge, PA)

Phoenix, Arizona

The Cottonwoods, A Stouffer Resort

Rochester, New York

Rochester Plaza Hotel

Washington, D.C.

The Mayflower
National Center (Crystal City)

White Plains, New York

The Westchester

Winston-Salem, North Carolina

Winston Plaza (Opening 1984)



GREAT GRIDIRON RIVALRIES

BY JODY BROWN



*In college football,
winning isn't everything –
sometimes, it's the only thing,
for fans as well as players!*

"Beating Southern California is not a matter of life and death; it's more important than that." – Henry "Red" Sanders, reflecting on his days as UCLA head coach and the great rivalry with USC.

Born in tradition and nourished by crisp, autumn days, bands of brass, vivid colors, and by legendary queues of Saturday heroes, there is simply nothing to compare with the intense competitiveness of the collegiate football teams – the fury on the field, followed by the pride of victory . . . or the dismay of defeat. Probably nowhere else in the vast arena of sports

does the spirit of rivalry bristle more keenly than in the game of college football.

It is not possible to identify America's greatest gridiron rivalry. But it is possible to read about several of the nation's most storied competitions in detailed, game-by-game history books that are laced with factual reporting, intriguing vignettes, old and not-so-old photographs, newspaper headlines, quotations and a bevy of statistics.

The idea may or may not have been original, but a sports-minded fellow from South Georgia named Bill Cromartie had

Continued



Cross-town Contest: USC's homefield, the Coliseum, proved victorious for the Trojans in 1981, as UCLA's Pasadena Rose Bowl did for the Bruins in 1982 with (inset) UCLA's Montgomery (27) and USC's Gibson (24).

UCLA Sports Information

GRIDIRON RIVALRIES *Continued*



Ivy League Encounter: The game's oldest active rivalry, Princeton-Yale, portrayed in this rendering of the 1889 Thanksgiving Day Scrimmage.

never seen any book describing a football rivalry between two institutions. So he decided to write one. That was six years ago, and from this endeavor evolved *Clean, Old-Fashioned Hate*, the story of gridiron clashes between (who else?) the University of Georgia and Georgia Tech.

"The idea came when a group of my friends, which included both Tech and Georgia fans, were discussing some past games between the two teams," said Cromartie. "This led, naturally, to some

friendly arguments and I was nominated to 'look it up' and settle the issues.

"It suddenly dawned on me there was really no place to find the answers. That's when the idea first hit me to write a history — a game-by-game revelation — of the Georgia-Georgia Tech football rivalry. It was also the beginning of a fascinating journey all the way back into the 1890s, as those old, perhaps forgotten games and names suddenly became alive and real as they jumped from the microfilm

pages of the *Atlanta Journal* and *Constitution* sports sections."

The Tech-Georgia book was a resounding success, encouraging Cromartie to further his own pursuits, as well as to enlist other authors to write "rivalry" books about other schools.

To strengthen the adventure, Cromartie joined forces with Dr. James Peterson, president of Leisure Press, a New York publishing house affiliated with Charles Scribners. The combined result was eight



additional books, touching on schools from coast-to-coast. In addition to several books by Cromartie (*The Big One*, Michigan-Ohio State; *Annual Madness*, Texas-Oklahoma; *Braggin' Rights*, Alabama-Auburn), the series includes *Beast of the East*, Penn State-Pittsburgh, by Tim Pinnaccio; *Mississippi Mayhem*, Ole Miss-Mississippi State, by Bill Barner; *Big Thursdays and Super Saturdays*, Clemson-South Carolina, by Don Barton; *The Big Game*, Stanford-California, by John Sullivan; and *The Best Little Rivalry in Town*, Southern Cal-UCLA, by this writer.

And there's more on the way from this stable of authors: Duke-North Carolina, Arizona-Arizona State, Nebraska-Oklahoma, Notre Dame-Southern Cal, to name just a few.

Many colleges focus their rivalries upon an animate object, and of course, to the victor belongs the spoils. Minnesota and Michigan fight for the Little Brown Jug . . . Texas and Oklahoma vie for The Golden Hat . . . Stanford and California argue over The Ax . . . Indiana and Purdue battle for the Old Oaken Bucket . . . Ole Miss and Mississippi State crow about The Golden Egg. And Southern California and UCLA crack heads each year to claim possession of The Victory Bell.

How The Bell took its place in the cross-town rivalry is described in *The Best Little Rivalry in Town*:

"For many years, The Victory Bell rang

from atop a Southern Pacific freight engine. Since 1942, it has been the symbol of supremacy in each year's gridiron battle between the two cross-town rivals.

"When did it start? How?

"In 1939, the UCLA Alumni Association secured a large, gold-plated bell which once adorned a locomotive, mounted the bell on a wagon, and presented it to the Uclan student body.

"Weary from years of travel, the bell was happy to settle down, so it rang loud and clear at every UCLA pigskin party, tolling each and every point posted on the scoreboard by the Bruins . . . for two years.

"Then the bell, wagon and all, disappeared in 1941. In the Ukes' opening game with Washington State, several USC students slipped into the Bruin rooting section, offering — at game's end — to assist in loading the bell aboard a truck bound for Westwood.

*History repeats itself
in intensity, fervor
and excitement
each fall season . . .*



Tradition reigned as Princeton's Woods (5) rushed against Yale last year.

"One of the Trojan rascals confiscated the key to the truck, and when the Bruins went to fetch another, the Trojan guys scratched off amid gleeful howls, with truck, bell, clapper, wagon and key.

"The search began. But the Trojan snipers were always one step ahead, moving their loot from Hollywood Hills, to a haystack, to Orange County, to . . . well, who knows?

"A truce. That was the only solution. Bill Farrer, student body president of UCLA, met with Bob McKay, his counterpart at USC.

"The negotiation. Southern Cal would return the bell, with assorted accessories, and share whatever expenses might have accrued, if UCLA would agree to designate it as a trophy for the big game winner.

"The Bruins agreed, and in a fateful act of poetic justice, proceeded to whip the Trojans for the first time since the series began, thus becoming the initial host. Since then, however, the bell and the Trojans have become bosom buddies."

On occasion, the heated rivalry between two hell-bent-for-leather teams can

Continued

GRIDIRON RIVALRIES *Continued*

Miss State Sports Information



Southern Scramble: MSU's McEnany (66) stopped Ole Miss' Fourcade in 1981 play; it's one of the Deep South's most heated contests.

lead to rather bizarre situations. Consider, for example, the 1904 contest between Oklahoma and Oklahoma A&M (now State).

Playing at Guthrie, Oklahoma A&M punted. A strong wind blew the football backward, out of the end-zone and into the nearby Cottonwood River. Out-of-bound rules were different then, so into the river dived five players, uniforms and all, splashing frantically in pursuit of the ball. The Sooners' Ed Cook finally retrieved it, thereby scoring the wettest touchdown in football history.

And if that was football's most liquid touchdown, the Tech-Georgia fracas that same year came up with a touchdown that could be labeled only as zany. Here's how *Clean, Old-Fashioned Hate* described it:

"In the 1904 Tech-Georgia game at Piedmont Park, Georgia's Arthur Sullivan punted from his end zone. The ball struck the goalposts — on the goal-line in those days — and bounded over a wooden fence behind the gridiron. Officials signaled 'live ball,' and players from both teams franti-

cally began climbing over the fence. Tech's Red Wilson was first to scale it, and his recovery of the ball resulted in one of football's zaniest touchdowns."

Certainly on days approaching the "Big Game," it is not unusual for boosters by the thousands to follow their beloved warriors to the four corners of elsewhere, to shout their allegiance to alma mater and their disdain toward "the enemy."

Pep rallies, half-time extravaganzas and four familiar colors . . .

But Natalie Cohen, resident of Atlanta and a graduate of the University of California, Class of 1934, doesn't wait until a day or so before kickoff when her Golden Bears square off against arch-rival Stanford.

Cohen, a member of the Southern Tennis Association Hall of Fame, bids farewell to Peachtree Road and makes the 3,000-mile trek to Berkeley — five whole weeks before California tangles with the Cardinals. And she has been doing this since 1974.

"I just made up my mind I wasn't going to miss another California-Stanford game on the West Coast, and I haven't," explains Cohen, blithely.

Now that's loyalty.

And the fierce infatuation shown by this rabid alumna is shared by Joe Kapp, head coach at California.

At a press conference announcing his hiring in late 1981, Kapp spotted a fellow wearing a track cap with the UCLA insignia. Instantly, Kapp jerked the cap off the startled man's head, stomped it on the floor, kicked it out the door, and exclaimed, "Every other school is the enemy."

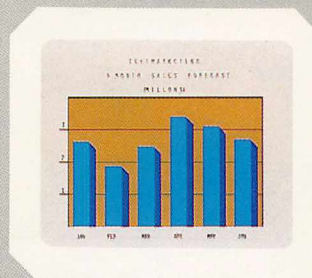
Without a doubt, one of the nation's most glowing rivalries is the Deep South

Continued

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FROM: Thomas J. Wilson
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GRIDIRON RIVALRIES *Continued*

Jack Barry



Academy Action: Navy's Solomon (18) kicked past Army's blockers in Navy's 1982 triumph.

confrontation between Mississippi and Mississippi State. From *Mississippi Mayhem*:

"Rivalry between the University of Mississippi and Mississippi State University is not just an on-field thing. It's an ongoing thing. Like a smoldering feud. But more than a feud, this one never wanes in intensity. Some schools feud all season. Ole Miss and State feud all year long."

Not to be outdone by the folks down on the delta, the military men-of-tomorrow at the Army and Navy Academies take their 83-game rivalry just as seriously.

That's why the midshipmen of Annapolis, upon being provoked by a West Point exchange student last season, plastered the invader's entire body with peanut butter, honey, maple syrup, powder and shaving cream . . . just because the visiting cadet yelled "Go Army, beat Navy." Strange? You decide.

Army-Navy and ancient Ivy League series notwithstanding, the most significant rivalry in the East today is Penn State-Pittsburgh. From *Beast of the East*:

"More than any other Eastern football rivalry, Pitt-Penn State has, over the



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years, taken on a meaning entirely its own. Like the major collegiate rivalries of its day, this one leaves an everlasting impression upon you because in Pennsylvania, this is the only game that really counts, year-in, year-out. Records don't mean a thing. Just who wins this game."

Thrilling fourth quarters, frequent overtimes and rousing 10-yard-line plays . . .

Tom Flynn, Panther safetyman, would buy that. After losing to the Nittany Lions in 1981, Flynn was asked what bothered Pitt's players most about the loss. Was it losing the No. 1 spot in the polls, watching a 17-game unbeaten streak come to an end, or spoiling coach Jackie Sherrill's 38th birthday?

"None of those things," Flynn replied, bitterly. "It's losing to Penn State."

Princeton and Rutgers played college football's first game on November 6th, 1869 at New Brunswick, New Jersey. But

the two schools haven't met on the field of battle since 1980, so the oldest active rivalry is between Yale and Princeton. Eli and Tiger rooters have now endured 105 encounters.


Close behind and meeting for the 100th time this fall will be Harvard and Yale. In the 1923 clash, Yale coach Tad Jones delivered one of the most quoted lines in football history. "Gentlemen," he addressed his players, "you are about to play football for Yale against Harvard. Never in your lives will you ever do anything so important." Yale won, 13-0.

The three active rivalries coming next in order may come as a surprise: William and Mary-Richmond along with Minnesota-Wisconsin have each played 92 times, while the Missouri-Kansas rivalry has now reached 91 games. Seventeen active rivalries have been involved in 80 or more engagements, with Nebraska-Kansas, Cornell-Pennsylvania, Texas-Texas A&M and Baylor-TCU topping the list at 89 each. Two intense but late-blooming rivalries are Maryland-West Virginia with 20 conflicts and Florida-FSU with 25.

Clyde Bolton, author and sports columnist for the *Birmingham News*, doesn't feel longevity is a necessary prerequisite for a strong rivalry.

"It is true that most rivalries are based on time and proximity," he stated, "but they can also be based on prestige and prominence, such as Notre Dame-Alabama. They have played only a few times, but it's a huge rivalry, very intense."

Perhaps it remains for Edwin Pope, author and veteran sports editor of *The Miami Herald*, to attach an appropriate handle to the complexities of football rivalries.

Drawing upon the words of erstwhile Illinois coach Bob Zuppke ("The trouble with a truly intriguing experience is that the suspense is often so agonizing, it takes a great deal of pleasure out of it"), Pope said: "A true rivalry is a relationship which, over the years, becomes emotional to the point of agony. Rivalries 'make' college football, but I frankly think the over-emotionalism takes away some of the sportsmanship, which should be a large part of every true rivalry." 



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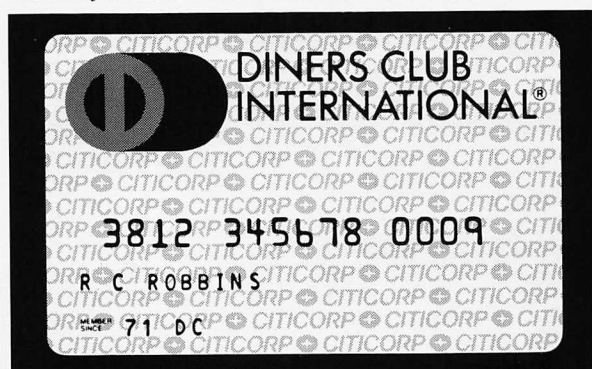
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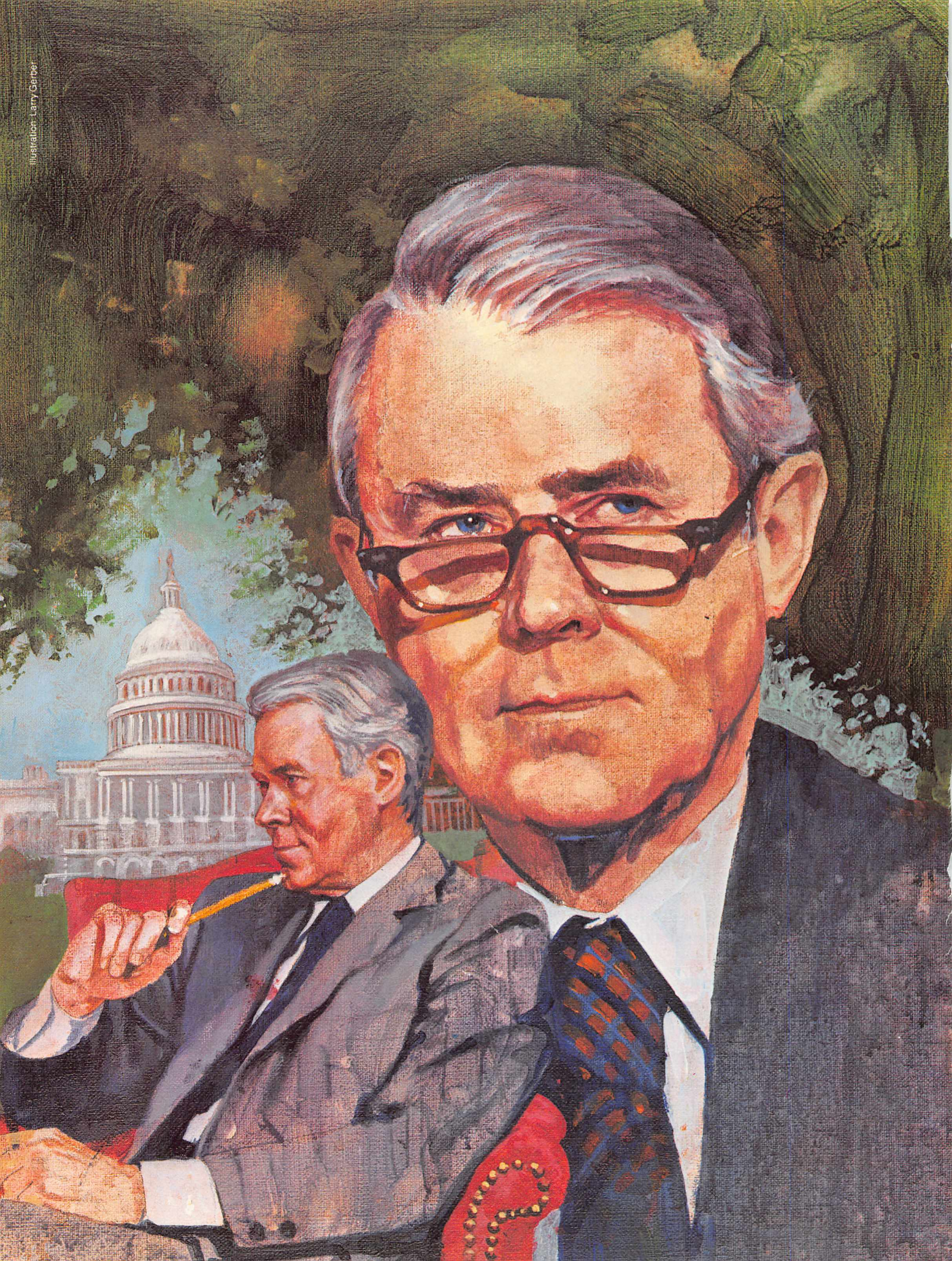
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CYRUS VANCE

BY ROBBIE VORHAUS

Busier now than at any point in his life, the highly respected former Secretary of State still finds time to speak out on the important issues.

People have a way of making things clearer by association, and in politics, association often clarifies a person's character as well as his actions.

A little over three years ago, Cyrus Vance, then Secretary of State, was confronted with a policy decision – the rescue attempt of the American hostages in Iran – which he strongly opposed, and with which he did not want to be associated. His action was to resign his cabinet post.

Vance's resignation was news – big news. But the real story was not so much his reason for quitting, although he did so because the military action was against his beliefs. More newsworthy was the simple fact that Vance, the diplomat's diplomat, had quit; by doing so, he placed his beliefs and opinions in a higher priority than the post he occupied, and that was what made people who knew him sit up and take notice.

Cyrus Roberts Vance is now 66. A gentleman whose name could be next to "integrity" in the dictionary, he is busier today than at any point in his life.

"I came back to New York about a month after my resignation," said Vance with a calm softness, "and went back to my old love, the practice of law."

When Vance says this, it sounds as though he left Washington to come back to New York to be a lawyer. The truth, which you will always get from Vance, but

often only if you look beyond his understatement, is that he returned to New York to become the presiding partner of one of the largest law firms in the world, Simpson Thacher and Bartlett.

Cyrus Vance speaks in two very distinct ways. The first, which is the way he prefers, is when he wants you to hear him. Not just listen, but really hear him.

The first thing he will do, almost imperceptibly, is try to make himself taller by straightening up. If he is sitting, his back will arch against the back of the chair, and he will slowly bend forward from the waist, making his point with his voice, strong and direct; with what he says, always exact, clear and concise; and by pointing something – his glasses, a pen, his finger. If he is standing, he will do the exact same thing, without the chair.

The second way he speaks, which he favors least, is when asked a question directly related to Cyrus Vance, the man, the father, the husband. He will try to make himself smaller by slumping and sitting back, and he uses phrases like "I've been very fortunate," and "I've been very lucky." In those moments, he is prone to pause, as if trying to decide if the answer to the question is that he's been lucky or fortunate. Clearly, Cyrus Vance was a public servant extraordinaire, and today, a spokesperson for the decent.

No longer working in government,

Cyrus Vance is beginning to talk up, and out. Not in a rebellious or angry way, but simply without the restraints of other people's policies to mold his words.

In the summer of 1982, Vance finished his year and one-half-long project of writing his book, *Hard Choices, Critical Years in America's Foreign Policy*, which Simon & Schuster released in June.

"Although I have not been holding this book inside of me for all these years," said Vance, "I felt very much that I should write a book about foreign policy and the experiences which I have had in the foreign policy field, particularly as Secretary of State."

Cyrus Vance's experience in foreign policy is extensive. He served as counsel to the Department of Defense from 1961 to 1962; Secretary of the Army from 1962 to 1963, under President Kennedy; and as President Lyndon B. Johnson's Deputy Secretary of the Defense. In those years, Vance quickly garnered points as a quiet, team-playing negotiator, along with being Johnson's personal envoy in crisis situations here and abroad.

Earning his reputation as one of America's peacemakers, Vance was Deputy Chief Delegate to the Paris Peace Talks on Vietnam in the late 1960s. In January of 1977, Vance became Secretary of State, and was welcomed by American

Continued

CYRUS VANCE

Continued

officials and foreign government leaders alike with warm enthusiasm. The word "respect" appeared often when the media referred to Cyrus Vance.

"I have tried to handle myself, and deal with matters, in ways which were honest and straightforward," said Vance. "If respect comes out of trying to do that, then I have, in a sense, worked for it. But, primarily, it was because of my feeling that the only way to deal with people, anywhere in the world, under any situation, is in an honest fashion, and not to mislead others."

Vance grew up in Clarksburg, West Virginia. The two people who shaped Cy Vance's mold were his mother and his first cousin, John W. Davis, the Democratic presidential candidate who was defeated by Calvin Coolidge in 1924.

Many years Vance's senior, "Uncle John" was the man who inspired Vance with a love of the law. His mother was the one who taught him the importance of integrity.

Raised in a Philadelphia Quaker family,

Amy Roberts Vance learned to be active and involved with her community. Little did she know at the time that she passed her values on to her children that, for her second son, Cyrus, his community would be the world.

On the Presidency: Vance favors a single, six-year term.

"I feel that I've been immensely fortunate," said Vance. "I was fortunate in having a wonderful family and, although my father died before I really knew him, I had a marvelous mother from whom I learned a great deal."

Graduating from the Kent School in Connecticut, Vance entered Yale as an economics major, getting his B.A. degree in 1939, and continued on at the Yale Law School, where he earned his L.L.B., with honors, in 1942.

After a term in the Navy, Vance briefly served as the assistant to the president of a paper manufacturer, until, in 1947, he passed the New York State Bar Exam,

and joined the Wall Street law firm of Simpson Thacher and Bartlett.

"I was very fortunate to end up in New York practicing law," Vance said. "I almost went to the West Coast to practice, but decided I would come back here, because I wanted to be a trial lawyer. Here, in New York, you can go right into a specialty like that, whereas I could not at the time in California."

Vance is tall, with thinning dark silver hair. His half-moon tortoiseshell glasses sit pleasantly on his nose. His dress is conservative; he sticks close to browns and blues, with an occasional subtle plaid. His desk is uncluttered.

Up a little after six every morning, Vance is in his Manhattan office by eight. Never missing lunch, he will work until six-thirty in the evening.

With administrative responsibility for an office of 270 lawyers and 500 additional employees, Vance is always involved. Never too involved, however, to keep his hands in some issues which he feels are paramount.

For instance, there is the Presidency. "I have a keen interest in trying to do something about changing the current system of electing our presidents," Vance said, leaning forward, pointing with his half-

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glasses. "It takes nine months for a president to learn his job. He then has a year and a-half in which he can act with a degree of comfort in dealing with immensely difficult problems. But then he finds himself faced with running for a second term and, when the political heat is high, making decisions which may not be sound." Vance favors a single, six-year term.

He is also a trustee of Yale, working with the University to continue their "blind admission" program.

"I think people should not be hobbled by the circumstances of the money their family may or may not have," Vance said. "Preserving a high quality education, an excellent education, such as you get at Yale, and making it available to people from all financial backgrounds is absolutely imperative. It's not easy to do today, particularly because government funding (for the universities) is shrinking."

"I think I've been able to repay to society a part of what I owe for all the opportunities that have come my way."

Cyrus Vance smiles often. Mention the practice of law, or foreign affairs, and he grins; mention his wife, Gay, and he beams.

Vance dedicated his book, and his life, to Gay, who is Grace Sloane, the daughter of a former board chairman of the home furnishings firm of W & J Sloane.

Vance is genuinely devoted to Gay, and they spend very little time apart. He remembers fondly the first time he set eyes on his future mate.

"It was in my junior year at Yale," recalled Vance. "A lot of us had gone out together to see the boat races one sunny afternoon, and there she was, just standing there smiling, talking to one of my friends . . . We are very happy."

Cyrus Vance feels he has been immensely fortunate – and lucky. If one believes luck is where preparation meets opportunity, Cyrus Vance has been fortunate.

"I think I've been able to repay to society a part of what I owe for all the opportunities and advantages that have come my way," said Vance, relaxing, smiling, and not pointing anything. "Some people think that I've done some things that may be useful; I'm sure there are others who feel very strongly the other way, and disagree with me. I expect that. I think if you're willing to go out and participate in the activities of your community, and of the country, and if you're willing to stand up and be counted, as you must be, you're going to make enemies as well as friends. I just think I'm a lucky fellow." ☺

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Rod Caudle

YESTERDAY'S MACHINES

BY WAYNE R. MARSHALL

From antique juke boxes to old-time slot machines, these "functional" collectibles appeal to the nostalgia in all of us.

Question: A Wurlitzer 1015 Bubble Machine is ____?

- a) a necessary item for anyone who wants to replace Lawrence Welk;
- b) a prized collectible antique juke box;
- c) a proviso in the Treaty of Versailles.

Question: A Mills Bonus Hi-Top is ____?

- a) the most popular sneaker in the National Basketball Association;
- b) a prized collectible antique slot machine;
- c) one of the Ritz Brothers.

Question: An International Mutoscope is ____?

- a) an agreement between foreign countries to make less noise;
- b) a prized collectible antique viewing machine;
- c) a town near Paramus, New Jersey.

To all the above questions, the answer is B. However, that really doesn't answer any questions unless you list yourselves among the owners of one of these memorable machines. And there are plenty of them, from Anaheim to Austria, all in the possession of people fascinated by machinery of yesterday.

A little less than 100 years ago, the first slot machine was produced by the Fay Company, in San Francisco. Today, according to Stephen Squires of Squires and Corrie of San Mateo, California, "The slot machine is the fastest-appreciating collectible in the United States." And

Squires should know, since his store houses as extensive an array of antique slots as can be found anywhere, in addition to having the largest cache of parts in the country.

Squires goes on to say that the reason for the rapid acceleration in interest in these machines is "... because they don't appeal primarily to collectors. People put them in their rumpus rooms, they put them in their boats, they put them in their bars, in their homes..."

We're not just talking about serious collectors here. It seems that many of the slots Squires sells are seen as adult toys, and at prices ranging from \$2,000 to as much as \$1,000,000, a pocketful of nickels won in a jackpot will hardly foot the bill.

The million-dollar machine, by the way, is a jewel-encrusted slot built on a basic Caille *Superior*—another big slot machine name. It was designed and constructed by Squires and Sidney Mobell, a San Francisco jeweler. They covered the machine, inside and out, with over 800 gems and 13 ounces of gold, and to top it off, it's played with 200 gold-plated Liberty Head nickels. And if you're interested, no one has bought it yet.

Even so, collectors do pay considerable sums for vintage restored machines. At an auction in Las Vegas recently, several went in the \$30,000 to \$50,000 range; other, rarer upright slots can go for as much as \$90,000. (Of course, if you have a friend, someone in the business, you can be out the door for as little as \$78,000.)

What is the primary appeal of these reliquiae? Squires thinks the Mephistophelean touch of taboo has a lot to do with it. The idea of owning something that was il-

legal (and still is, outside Nevada); something connected with a lawless period in American society, when gangsters routinely had shootouts on the street. It's a bit on the romantic side, but not without some merit. But the mechanical nature of these devices is also a consideration: these are *not* mute antiques.

Squires again, "This is not like a Gala vase, or a Chippendale secretary, or a Hemple-White hi-boy, or a Rockwell plate. This is a functional antique; this does something."

It appears that the very fact that the machines are operative, and operative in an understandable way, lends to their appeal. Computer and micro-chip technologies are fascinating, but seem to work in strange and mysterious ways. Watching a set of gears move a set of rods which results in some definite function can be very reassuring.

Ken Taylor, who is the owner of C. B. C. Wholesale Antiques in North Miami, Florida, tends to agree. He puts it in terms of how well the slots were built. "People sat there and pounded those things for hours, and when you figure, after all that pounding, all that handle-pulling, they're still working fine, it's amazing." Taylor notes an element of nostalgia—a longing for the better, happier days of years gone by, when things were easier.

"They relate to it," says Taylor. "It's like a juke box, with bubble tube. They (older collectors) relate back to 1948, after the war. All the big-band sounds were out—James and Dorsey, for example. They remembered the box because it used to be in stores, back in high school; you'd get a hamburger and listen to the juke box. The era is gone now. You don't see many juke boxes."

Continued



Squires' million-dollar relic gleams with 818 gems and 13.2 ounces of gold.

C. B. C. is known for its outstanding workmanship. Taylor has one of the best reputations in the business when it comes to restoration, and describes himself as a "perfectionist." That's one of the reasons he has clients all over the world.

Behind his desk sits a Mills Upright slot machine, sent to him "in a basket" (a phrase he uses to describe a machine in a particularly bad state of disrepair), by a client in England. The piece now looks like fine furniture instead of something that takes your money. Encased in a tall wooden cabinet, with filigree decorating the front, it's an amazingly respectable-looking bit of history.

Restoration is as important, if not more

so, than finding the piece to begin with. Many machines look like "junk" before the restorative process. And the restoration can be even more costly than the value of the machine.

The ultimate example of such a restoration may be in Taylor's office. It's a Mills Bonus which sat in Lake Michigan for 30 years. Taylor tells the story: "An old operator in Sawgatuck had taken 15 machines out to the end of the pier when the crunch came, and the law said 'get rid of them or go to jail,' and threw them into Lake Michigan. (More on how manufacturers dealt with the "crunch" later.) I came on the contact through another old operator and went and saw the man, who

was then close to 80 years old. He said he threw them into the lake right off the end of the pier. So I got a SCUBA tank and some gear. It was only in 25 feet of water. I went down and started digging in the silt. I was down there for four or five tankfuls, and that's the only one I could find." He pointed to the Mills slot machine, immaculately restored. "I kept the machine to remind me to never do another one that came out of the lake."

The machine is undeniably beautiful, but it cost far more in time and money than it could ever be worth, and Taylor often tells a potential client exactly that before agreeing to do a restoration.

The aforementioned "crunch" led to some interesting developments in the old gambling machines, which have increased the value of specific ones over the years. Instead of throwing the slot in a lake, some not-so-ingenious ways of getting around the legal system were built into the slots.

*Restoration:
It can be more costly
than the value
of the machine.*

There were musical slots, which played a little tune on an old piano roll built into the bottom of the machine at the same time it was taking your savings. The action of pulling the handle wound the roll and kept the music going. When the powers-that-be came to destroy or confiscate the illegal gambling device, the operator pointed out that the "patron" got a song for his nickel, so he was really buying music. The strange part of all this was the police actually bought the explanation for several years before deciding they were still slot machines and, therefore, against the law.

Even more outrageous was the mint-vendor slot. A "patron" would deposit his coin, get a play of the wheel and a package of mints. Hence, these were not slot machines but candy dispensers. The ruse was pretty clever, and, once again, the authorities said okay – for three or four years before they reached the startling conclusion that there was, indeed, illegal gambling going on down at the corner candy store.

But the problem with these mechanical misdirections was the candy – it was vile! The stuff tasted so bad and word of how bad it tasted spread so fast that operators could leave the same 15 rolls of mints in

Continued

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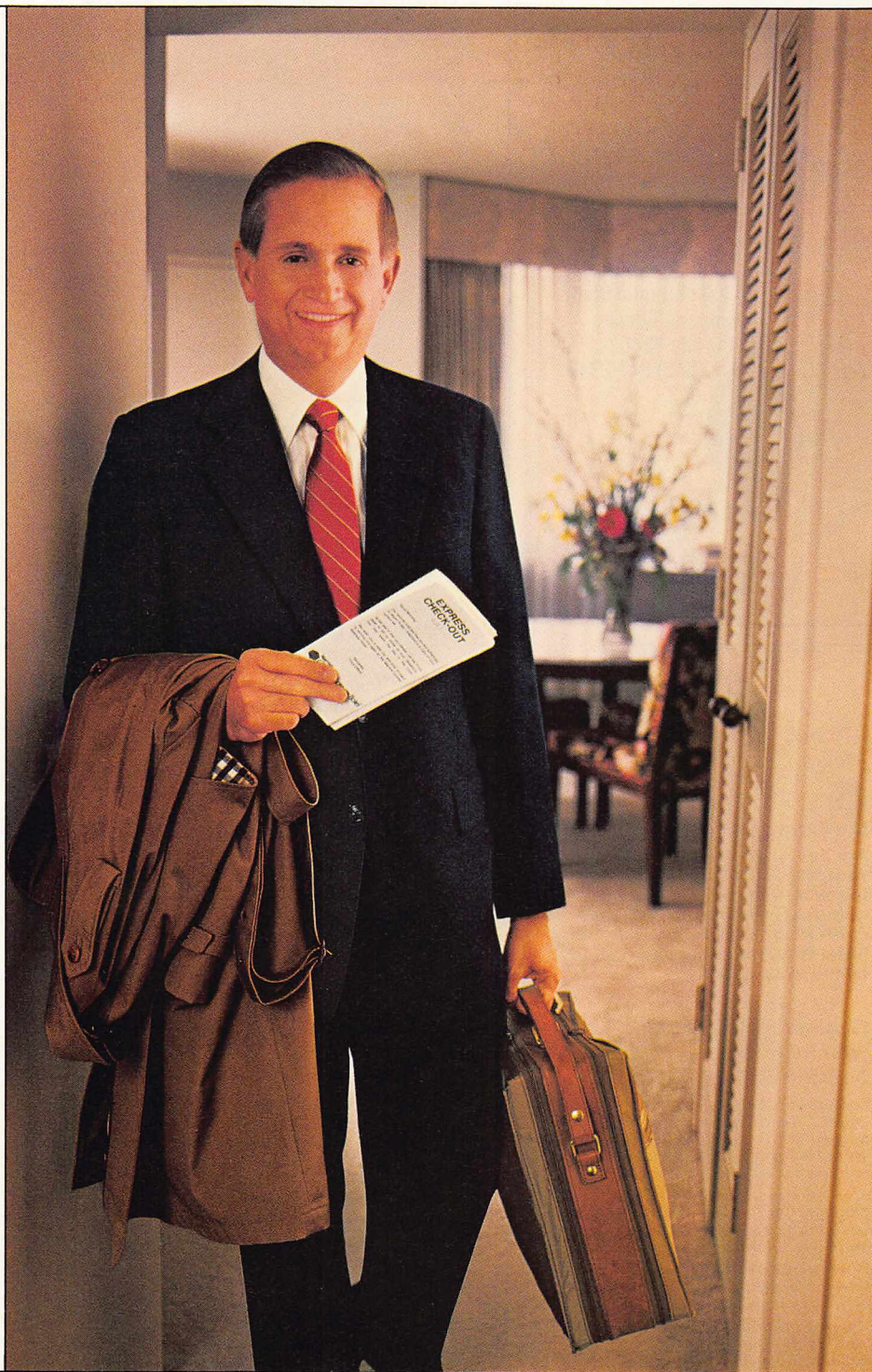
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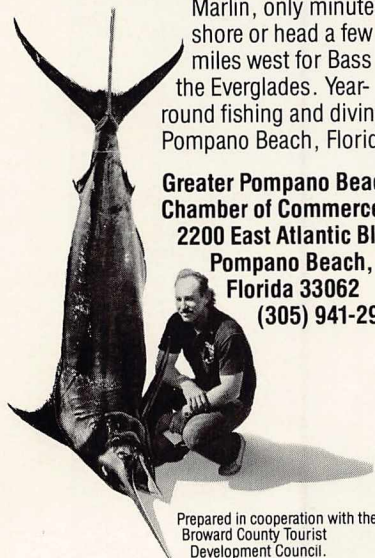
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MACHINES *Continued*

Wayne R. Marshall



Admiral Dewey's picture adorned many early slots, such as Taylor's antique Mills.

the machine until they rotted out, because nobody was going to eat them.

Slot machines seem to be the hot item right now, but there are plenty of other archaic devices available.

*Investment:
Vintage memorabilia
with prices
ranging from
\$2,000 to \$1,000,000.*

The Wurlitzer 1015 Bubble Machine is actually more Art Deco masterpiece than juke box. The big mahogany box, which looks like a giant stand-up radio from the same era, sells for around \$6,500, when you can find one. It plays 78s of that era, while percolating colored water courses through tubes surrounding the outside of the box. It's as much fun to watch as it is to listen to, and the sound is surprisingly good.

Music machines are an integral part of this memorabilia. Some of the most exquisite music boxes available were made by the Stella Company. One plays a Bach tune as little brass birds strike bells in time with the music. Another has three delicately painted Chinese figures sitting be-

fore the bells they use to accompany the melody. As they strike the percussion, their heads turn in the direction of the bells they've hit.

The most amazing musical mechanism of all is a Violina-Virtuoso, built around 1915. A small plaque on the amusement states, "Designated by the U. S. Government one of the eight greatest inventions of the decade."

It is a wonder of engineering. It's the size of two large refrigerators side by side, and within its fine wood cabinet are two violins and hundreds of gears and wires and levers. The musical score is created in the same way old player pianos worked: a punched sheet of music traveling over a roller. But instead of keys being manipulated when the device is activated, little wheels - four per instrument - spinning at varying speeds descend upon the strings. While that happens, small levers depress the strings on the neck to give the right notes.

Standing and watching and listening to this magical music box, one can't help but break into a silly grin, marveling at the complexity carrying the tune of *Let Me Call You Sweetheart*.

There's also a mechanized world for the whimsical . . . arcade pieces. They include gypsy fortunetellers, he-man strength testers, punching bags, clam diggers (where the prizes were usually nailed to the floor) and a variety of arcane devices known as shock machines.

People collect things, all kinds of things, for many different reasons, and so it is with these mechanisms of recent history. Perhaps they please the eye or produce memories. But are they a good investment?

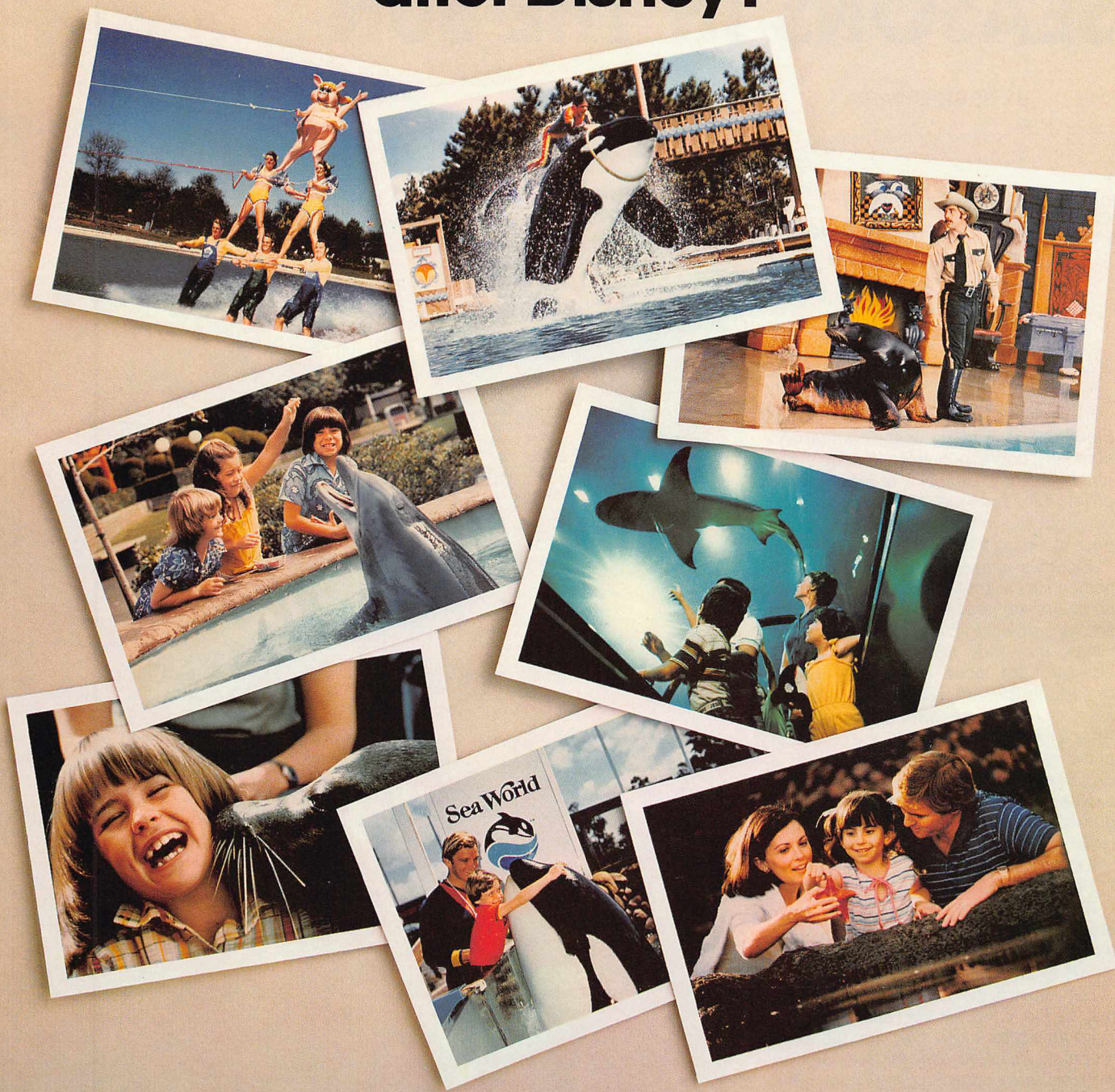
Ken Taylor says, "You're betting on the future. Most people keep these machines for twenty years or more, and who knows what's going to happen next year, let alone twenty?"

But the pieces have appreciated and continue to do so.

The wise collector does his homework. He becomes knowledgeable before ever putting down a dollar for anything and, in something as esoteric as antique machines, where even the expert is fooled occasionally, it's a good rule to live by.

By the way, for you younger, investment-minded, digitalized, videotized readers: if someone offers you a good price on a PAC-MAN or a Space Invaders game, jump on it. The way things go, they'll be memorable machines in another 50 or 100 years . . .

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FLORIDA: SEASONS IN THE SUN

BY BERNIE WARD

*The quiet times of
Autumn in Central Florida
may well be the state's
best-kept secret. . .*

There's really no truth to the tale that Florida has only two seasons – winter and summer, hot and hotter. It does have other seasons, seasons of quiet joy, of private fun; seasons, also, of great subtlety that slip in and out with the gentleness of a lifting morning fog.

Florida's seasons are a dish of Neopolitan ice cream left too long in the sun, its colors running silently together into a smoothly melding blend of textures. To a visitor, they may become indistinguishable, but for those with a few grains of sand in their shoes the taste of each season retains its own special flavor. After a time spent in Florida, the changing of the seasons is experienced more as a blossoming of the senses, rather than the explosion of springtime color and new growth, or in the crackling, potato-chip crispness of shirttail summer.

Especially Autumn.

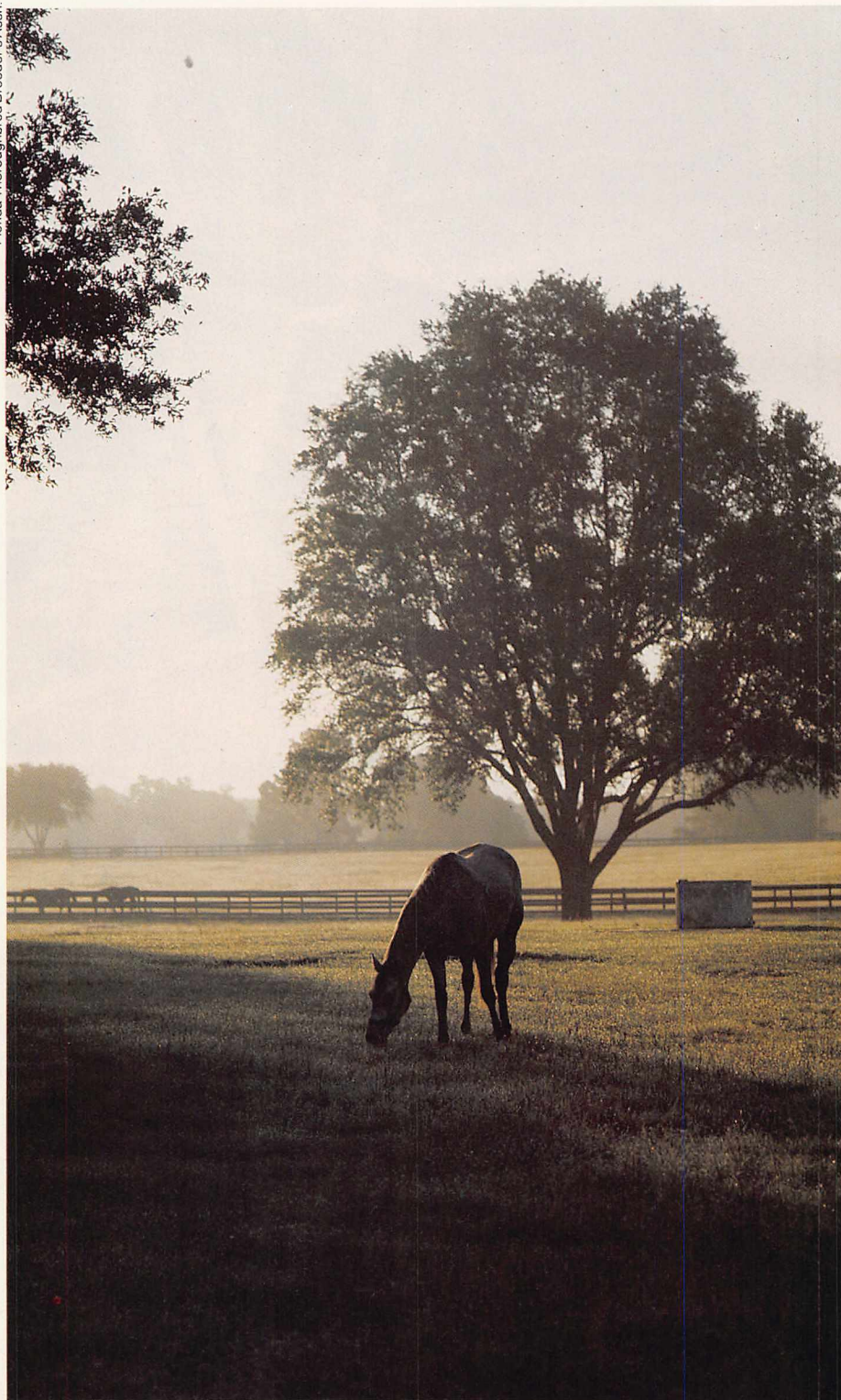
Especially in Central Florida.

Florida as winter's sun-drenched playground is known around the world; summertime Florida as a vacationland mother lode is a national treasure.

But Autumn, that's different, and it well may be Florida's best-kept secret. It's that quiet time after Labor Day and the summer rush; it's recess time for all those who work so hard at playing genial host to the world; it's the time for Florida to pause and catch its breath during an Indian summer season of incredible loveliness that feels like it could reach into infinity.

It's a time when the tour guide stands aside for the poet, for the artistry of this time and place is the province of the artist. And none have painted it more lovingly, more vividly, than Marjorie Kinnan Rawlings; her novels, like *The Yearling*, drew their vitality and rich imagery from the wild beauty she found near her Central Florida home close to what is now the Ocala Na-

Florida Thoroughbred Breeder's Assn.



Amidst towering oaks and Spanish moss, Ocala's tranquil countryside is laced with horse farms.



Kissimmee-St. Cloud C & V Bureau

Airboats wind through Shingle Creek in Kissimmee.

tional Forest (which she dubbed "Big Scrub," a name still preferred by locals today).

"When the September storms are over, we have some of our most superb weather," she wrote in *Cross Creek*, an autobiographical novel whose recent film version won plaudits at this year's Cannes Film Festival.

"The oranges take on color, the red-birds are delirious, and in the morning and evening long shadows lie under the citrus trees. The skies are the brightest of robin's-egg blue and the air has a translucent quality, as though the storms had washed it with a fine gold dust. The bear grass blooms, and we shall use the harsh strips of the leaves for hanging our fall hams and bacons in the smokehouse. The deer tongue, or wild vanilla, blooms in the flat-woods, and when we step on

the leaves, crushing them, the scent is spilled perfume on the air."

Those who already have made Florida a fall destination know that this is when the crowds have thinned and the accommodations more plentiful than during the busy winter and summer seasons. There is a kind of leisurely haze enveloping the area's many theme parks.

"It almost feels like it's my private garden out there," mused Sea World's John Rutherford. "I can go out and wander around and feed the whales and the dolphins myself. And, of course, anyone who lives here knows this is absolutely the most gorgeous time of the year to be in Florida."

Most of the parks guard their statistics, but the Orlando Chamber of Commerce said that attendance between Labor Day

Continued



Florida Division of Tourism

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Wish you were here

HYATT HOTELS  FLORIDA



Southern belles and blooming flowers, at Cypress Gardens.

and the start of the winter season in late November drops "substantially."

"The fall typically has been a good time for visitors to come to Florida," Chamber representative Bonnie Manjura said. "It's a time when you needn't be too concerned about reservations and bookings. The rates usually are down significantly, the lines are shorter and it's generally much easier to get around."

Thus, not only is the fall an ideal time for an unhurried visit to those popular destination attractions — Disney World, EPCOT Center, Sea World, Cypress Gardens, et al — it's also the perfect time to leave the Interstates for the roads less traveled, to discover that "other" Florida nature built and to join in as Floridians take the time to celebrate themselves and their mélange of cultures, heritages, lifestyles and life settings. From the Ocala's brooding natural beauty on the north, down to the broad Kissimmee flatlands to the south with their somehow out-of-place, out-of-time old Wild West cowboy flavor, the variety is endless.

It's no accident, for instance, that the state's grandest folk festival, Orlando's Pioneer Days, capitalizes on that fall hiatus (October 22-23) at Pine Castle Center for the Arts, a community-based art center specializing in traditional crafts instruction.

Often the new dominates the old in Florida — the rows of coastal condos, or the high-rise hotels in the central grove

country. But during Pioneer days, the state honors its colorful past and invites its visitors to share such uniqueness as sugarcane grinding, and syrup making — Autumn's primary social necessity for those early settlers who shaped a vacation paradise out of a hostile wilderness.

Just north of Orlando, there's another bit of seldom-seen Florida that struts its stuff when Autumn tiptoes in and that may astonish the wanderer from the well-worn Interstates.

Here, around Ocala, where massive oaks and Spanish moss are still Tara-like symbols of the Old South in the New Age, is horse country — Florida green — incredibly beautiful, incredibly rich and an incredible rival to Kentucky blue.

A few decades ago there were perhaps a dozen thoroughbred farms scattered across the rolling hills. Today, there may be as many as 350 stabling up to 30,000 of the finest thoroughbreds in the world, including such champions at stud as Affirmed, the 1979 Triple Crown winner.

This area — with its nearly year-round sunshine, limestone soil and almost pure spring mineral water — has become the fastest-growing thoroughbred community in the world. Not only that, it is also becoming a favored location for owners of other breeds — Arabians (the national headquarters of that association recently moved to the area), Morgans, quarter horses, Appaloosas, etc.

All that is celebrated in early October

with Ocala Week, a series of social events, horse shows and sales which have amounted to more than \$100 million, according to Charles Frentz, of the Florida Thoroughbred Breeder's Association.

Moreover, Frentz said that most of the farms are open to the public.

"Visiting the farms, seeing their favorite stallions, is a marvelous thing to do for the people who are interested in thoroughbreds," Frentz added. "We can provide them with a farm directory and a map, and they can take a drive through the hills. At this time of year, the weather is perfect and for people who haven't seen this part of the state they won't believe they're in Florida."

Almost across the road from horse country, and the perfect counterpoint to the sights and the scenes of Ocala Week, is the Ocala National Forest, with its 381,000 acres of working forest, hunting areas, and campgrounds surrounding some of the most shockingly clear, clean natural springs found anywhere.

As the southernmost national forest in the continental U.S., the Ocala is also one of the most popular, especially with its capability of entertaining visitors and campers year-round.

During the spring and summer, the forest campgrounds are taken over by school groups on outings and families on vacations. But with the fall, the personality of the park changes, even if the leaves never do in this perpetually green mansion. This is hunting season and special areas of the park are set aside for that purpose, leaving the rest of the park open and cathedral-like in its ethereal solitude.

"One of the great attractions of the forest are the undeveloped and relatively untamed natural springs," said U.S. Forestry Service representative Paul Steinmetz. "The waters are warm enough for swimming in the fall with their almost constant 68 to 72 degree temperatures, but the air is cool enough that hiking and camping are really enjoyable. You don't have that oppressive heat and all the bugs that come with the summer."

"You don't have the big dramatic change in foliage here that is usually the big selling point for fall travel, but there still is a crispness in the air here and it's just about the most pleasant place I can think of to spend your days — and nights — out-of-doors."

The springs of the forest, indeed, are the gleaming jewels in this emerald crown. Juniper Springs, for example, is the smallest in the park, yet flows over 20 million gallons per day. And bordering the

Continued

FLORIDA

Continued

park is another view of these marvelous springs — the largest group of artisan limestone springs in the world under commercial development.

These are Silver Springs, the ABC Leisure Co. attraction with the world famous glass-bottom boats, those time-warp windows to another universe.

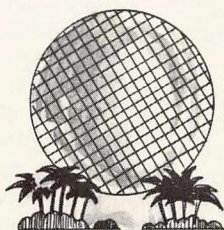
It was here that portions of *Cross Creek* were filmed, as was this fall's James Bond thriller, *Never Say Never Again*, and just about every underwater film or series to

Florida Division of Tourism



Viewing the area's crown jewel, Silver Springs, in glass-bottom boats — as a "native" looks on.

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hit the screen since Lloyd Bridges learned to swim.

"October is one of the best times of the year to visit the park," Silver Springs spokeswoman Patti Griffiths remarked. "The attendance drops off after Labor Day and while there still are enough people in the park to make it interesting you won't hit the heavy people traffic you do during the summer. And the weather is *beautiful*! It is starting to cool off a little bit, but you still have that wonderful Florida sun. The campgrounds won't be as full and the rates in the motels are very good."

Not only do the hotel and motel rates bend to the changing season in the fall, but so do many of the major theme park attractions throughout Central Florida. This is the time of year when many of them offer significant senior citizen discounts, not only as an attendance boost during the lag time, but as an opportunity for these visitors to tour the parks during a less frantic period.

Others, such as Sea World, shift to more educational-oriented programs in keeping with the back-to-school season.

But while some parks and communities in Central Florida pay homage to fall in their individual and isolated ways, the Kissimmee-St. Cloud area is the only one that makes Autumn its own special season in the sun on an organized basis.

Billing itself as the Gateway to Disney World, the area, long before the mouse arrived, was equally famous as the "Cow Capital of the South," situated as it is on the shore of that huge grassland sea to the south that encompasses more than 220 cattle ranches.

While not forgetting their past (the now-vanished Calusa Indians left Kissimmee its name — "Heaven's Place"), area business leaders have seized the day with their "Great Fall Getaway" campaign.

"Almost all our advertising is in Florida," Gary Powell, the director of the Kissimmee-St. Cloud Convention and Visitors Bureau, said.

"The people we are trying to reach are

Continued

An Invitation.

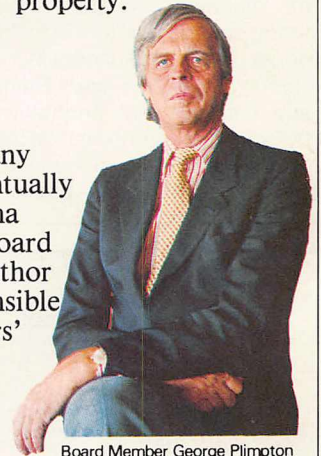
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Board Member George Plimpton

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FLORIDA

Continued

those visitors who have come to another destination in Florida and are looking for something else to do.

"This is the slowest time of the year for us, but we decided that rather than being negative about it, we would make that good news for the tourists. We stress in our campaign that the lines at the attractions are almost non-existent, the rates come down considerably, and the weather is very nice with very little rain in the fall, so all put together it is a good time to be outdoors."

To support its fall advertising campaign, the resort area also promotes a number of "Great Fall Getaway" events.

The Kissimmee Boating Jamboree, for example, is a three-day cruise along Central Florida's chain of lakes beginning on Lake Tohopekaliga (another Calusa name meaning "sleeping tiger") and featuring several onshore activities along the route for the landlubbers in the crowd. Another event is the Florida State Air Fair in late October that ordinarily attracts 40,000 or more ardent aviation buffs.

Not only is it a relaxing time to visit the area's major attractions, but the Florida

Kissimmee-St. Cloud C & V Bureau



Daring feats by the Eagles Aerobatic Flight Team highlight this fall's Air Fair in Kissimmee.

fall, with its take-it-easy atmosphere, also affords the time to search out those unique, sometimes exotic little places and events that can make a routine vacation unexpectedly memorable.

The free-spirited ethnic celebrations of Oktoberfest in Melbourne on the Space Coast, or the Italian Festival in Orlando's recreated Church Street Station could be the fall vacation cappers.

Perhaps that special moment will also come in a visit to some of the more unusual industries in the area: a free tour and tasting experience at an honest-to-goodness Florida vineyard and winery near Anthony; a trip to the Davidson of Dundee plant at Dundee to watch candy being made from citrus; even a tour of Tupperware International Headquarters near Orlando and its museum of food containers from the Stone Age to the present.

Fall is also the time to discover some of the hidden grace and charm of small-town Florida that makes the center of the state so unique. Invarness is one of those; not much there, really, except the startling Crown Hotel — a destination unto itself for aficionados who jealously guard its secret.

There is also something old-worldly, other-worldly, about the villages clustered on the lake shores northwest of Orlando — Eustis, Tavares or Mt. Dora. The last looks like it has been lifted from a Norman Rockwell print or transported whole from a New England countryside, so true to life you can almost hear the maple syrup drip.

It is this Florida that lies fallow through the bustle of spring and summer only to bloom with life in the Autumn.

It is this Florida that Marjorie Kinnan Rawlings called her "enchanted land."

"But the magic here, strangely, is not apparent from the road," she warned. "It is necessary to leave the impersonal highway, to step inside the rusty gate and close it behind.

"By this, an act of faith is committed, through which one accepts blindly the communion cup of beauty. One is now inside the grove, out of one world and in the mysterious heart of another. Enchantment lies in different things for each of us.

"Here is home. An old thread, long tangled, comes straight again."



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4 days, 3 nights, from \$89

8 days, 7 nights, from \$139

per person, double occupancy

Your Dream Vacation package includes accommodations at hotel/motel selected for three or seven nights; on three-night stay, one-day admission to the Magic Kingdom plus one-day admission to EPCOT Center (one per paid adult); on seven-night stay, one three-day "World Passport" including admission, all attractions and transportation within the Magic Kingdom and EPCOT Center (one per paid adult); an Alamo economy rental car for three or seven days including unlimited free mileage (gas, tax, collision damage and any drop-off charges extra); Alamo's city/state map and discount coupon book featuring attractions, restaurants and specialty shops; Delta Value Fest Bonus – two adult admissions for the price of one at "Church Street Station," two-for-one dining at Florida Festival (except Al E. Gator's), one free child or junior with two paid adults at Shakespeare's Tavern for five-course medieval feast and entertainment, complimentary children's breakfast daily (maximum two children per family, under 12 years of age) and one complimentary dessert with each dinner purchased at any Howard Johnson's Restaurant throughout the State of Florida. Add air fare to Orlando, local taxes and gratuities. Effective through December 14, 1983. ITDL3-CTS602.

Kissimmee-St. Cloud C & V Bureau



Florida's autumn "greens" are crowned with sunlight; pictured here, the Poinciana Golf & Racquet Club.

VISTANA VACATION VILLAS

4 days, 3 nights, from \$219

6 days, 5 nights, from \$335

per person, double occupancy

Your Dream Vacation price includes accommodations for three or five nights in a one- or two-bedroom villa at Vistana Vacation Villas in Orlando; welcome party (Monday nights), champagne upon arrival; Alamo economy rental car for three or five days with unlimited mileage (gas, tax, collision damage waiver and any drop-off charges extra); Alamo's city/state map, two-hour tennis clinic and unlimited use of clay courts; use of chaise and towels at pool, daily maid service, daily newspaper; on three-night stay, two one-day admissions to either Walt Disney World's Magic Kingdom or EPCOT Center (one per paid adult); on five-night stay, three-day "World Passport" to the Magic Kingdom and EPCOT Center for price of two one-day tickets; Delta Bonus – two adult admissions for price of one at "Church Street Station" and two-for-one dining at Florida Festival near Sea World; one free child or junior with two paid adults at Shakespeare's Tavern for five-course medieval feast and entertainment. Add airfare to Orlando, local taxes and gratuities. Effective through December 14, 1983. ITDL3-CTS604.

AROUND THE WORLD – RAMADA RESORT HOTEL, KISSIMMEE

3 days, 2 nights, from \$82

8 days, 7 nights, from \$252

per person, double occupancy

Your Dream Vacation price includes accommodations for two or seven nights at the Ramada Resort Hotel in Kissimmee; Alamo economy rental car for two or seven days with unlimited mileage (gas, tax, collision damage waiver and any drop-off charges extra); Alamo's city/state map; on two-night stay, one-day admission including all attractions and transportation within the Magic Kingdom or EPCOT Center (one per paid adult); on seven-night stay, one three-day "World Passport" including all attractions and transportation within the Magic Kingdom or EPCOT Center plus admission to Sea World (one each per paid adult); Delta Bonus – two adult admissions for price of one at Florida Festival near Sea World and one free child or junior with two paid adults at Shakespeare's Tavern for five-course medieval feast and entertainment. Add air fare to Orlando, local taxes and gratuities. Effective through December 14, 1983. ITDL3-CTS603.

BEST OF THREE WORLDS

5 days, 4 nights, from \$178

per person, double occupancy


Your Dream Vacation price includes accommodations for four nights at hotel selected; round-trip airport/hotel transfers and unlimited shuttle transportation between hotel and attractions, or National Economy rental car for four days with unlimited mileage (gas, tax and collision damage waiver extra); one-day admissions to Walt Disney World's Magic Kingdom, EPCOT Center, Sea World and Circus World. Add air fare to Orlando, local taxes and gratuities. Effective through December 31, 1983. ITDL3-SEATW4.

DAYTONA BEACH SUMMER SUN SALE

4 days, 3 nights, from \$55.50

8 days, 7 nights, from \$103

per person, double occupancy

Your Dream Vacation price includes accommodations for three or seven nights at hotel/motel selected in Daytona Beach; Alamo economy rental car for three or seven days with unlimited mileage (gas, tax, collision damage waiver and any drop-off charges extra); Alamo's city/state map; Delta Bonus – free admissions plus one complimentary drink at the Bavarian Beer Garden (one per paid adult). Add air fare to Daytona Beach, local taxes and gratuities. Effective through December 14, 1983. ITDL3-CTS101. 

A LEVIATHAN'S PERSISTENCE

BY WHIT GIBBONS and STEVE MORREALE

Separated from their natural habitat when nesting, these calm creatures of the sea encounter numerous foes that threaten their 200-million-year-old existence. Luckily, there are friends who are trying to help.

Special glands located at the front of the eyes eliminate salt from the body of this turtle, found on the safe, shell-lined beaches of Sanibel Island, Florida.

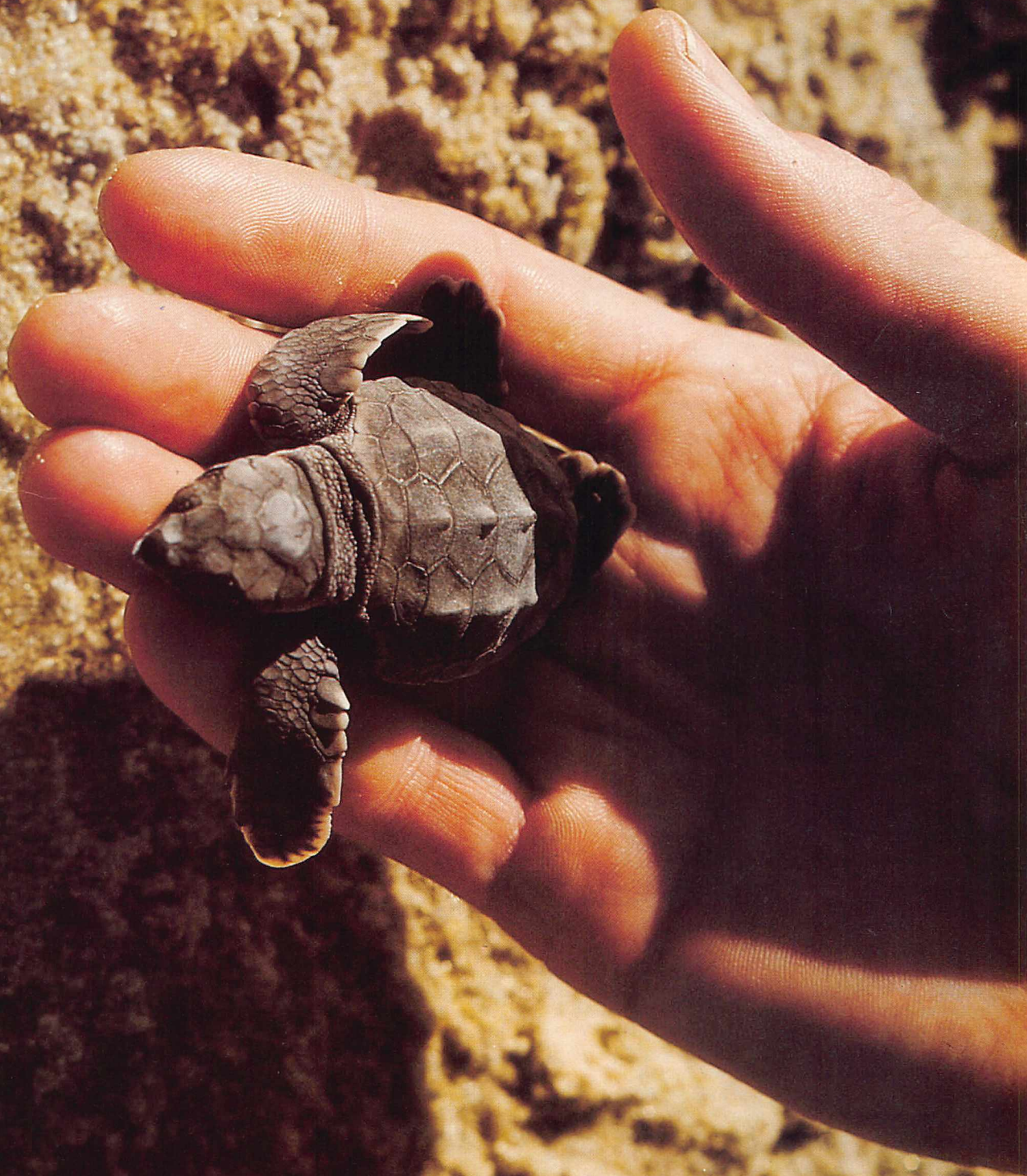
Of the more than one million kinds of animals in the world today, only seven constitute sea turtles. The geographic range of these large reptiles encompasses a third of the earth's surface—the warm seas of the world. The ancestors of sea turtles lived 200 million years ago, and although some were bigger, they were little different in body form or habits than their descendants today.

Despite their persistence through the geologic ages, the advent of modern times has cast a shadow upon their success. Today, sea turtles lead most other groups of animals in their representation within the ranks of threatened or en-

Continued

Alpha / Steve Hilger





After two months of incubation, this just-hatched loggerhead was marching to the safety of the sea.

A LEVIATHAN'S PERSISTENCE *Continued*

Edward A. Standora



Hatchling green turtles scamper down a Costa Rican beach; each one may travel thousands of sea miles during a lifetime.

dangered species. In the U. S., it is illegal to harm or possess any part of a sea turtle because of their rapid demise at the hands of humans. But research and conservation efforts at home and abroad have brought a turnaround in the chances of survival of these magnificent animals.

In the oceans, sea turtles might be found almost anywhere (except in the coldest Arctic and Antarctic waters) for some venture hundreds of miles from tropical seas. Leatherbacks have been sighted off the coast of Nova Scotia and above the Arctic Circle in Scandinavia. In the Southern Hemisphere, several species enter waters below New Zealand.

But no matter how far sea turtles range in their ocean wanderings, all must return to their nesting grounds in the tropical or subtropical regions of the world. During its lifetime, an individual sea turtle may travel hundreds or even thousands of miles. Green turtles tagged for identification by Dr. Archie Carr off the Costa Rican coast

have been recorded to move at least 1,400 miles between nesting seasons.

The life cycle of sea turtles is fascinating from the standpoint of this dependence upon land. Were it not for a need

*Most males enter
the sea forever,
never to return to land.*

to nest on a beach, sea turtles would probably be no worse off today than most other ocean animals.

Sea turtles concentrate salt in glands located in front of the eyes. The constant secretions from these glands can give an impression that a nesting sea turtle is crying.

All marine turtles have a protective outer covering. The shell is like a hard shield on the top and bottom. In the leatherback, the shell is a tough covering that may have some function in temperature regulation in this most northerly ranging of all the large reptiles. Tipping the scales in excess of one-half ton, these enormous creatures attain lengths of more than seven feet. Leatherbacks are the most easily distinguishable of the sea turtles because of the seven longitudinal ridges running the length of the back.

Each of the remaining six species has its unique features in shell pattern and coloration, but to the casual observer, all are superficially similar in appearance.

The green turtle, whose shell is actually brownish-olive in color, gets its name from the large quantity of greenish, internal body fat. Green turtles reach lengths of almost five feet, and are found throughout the tropical seas of the world.

Continued

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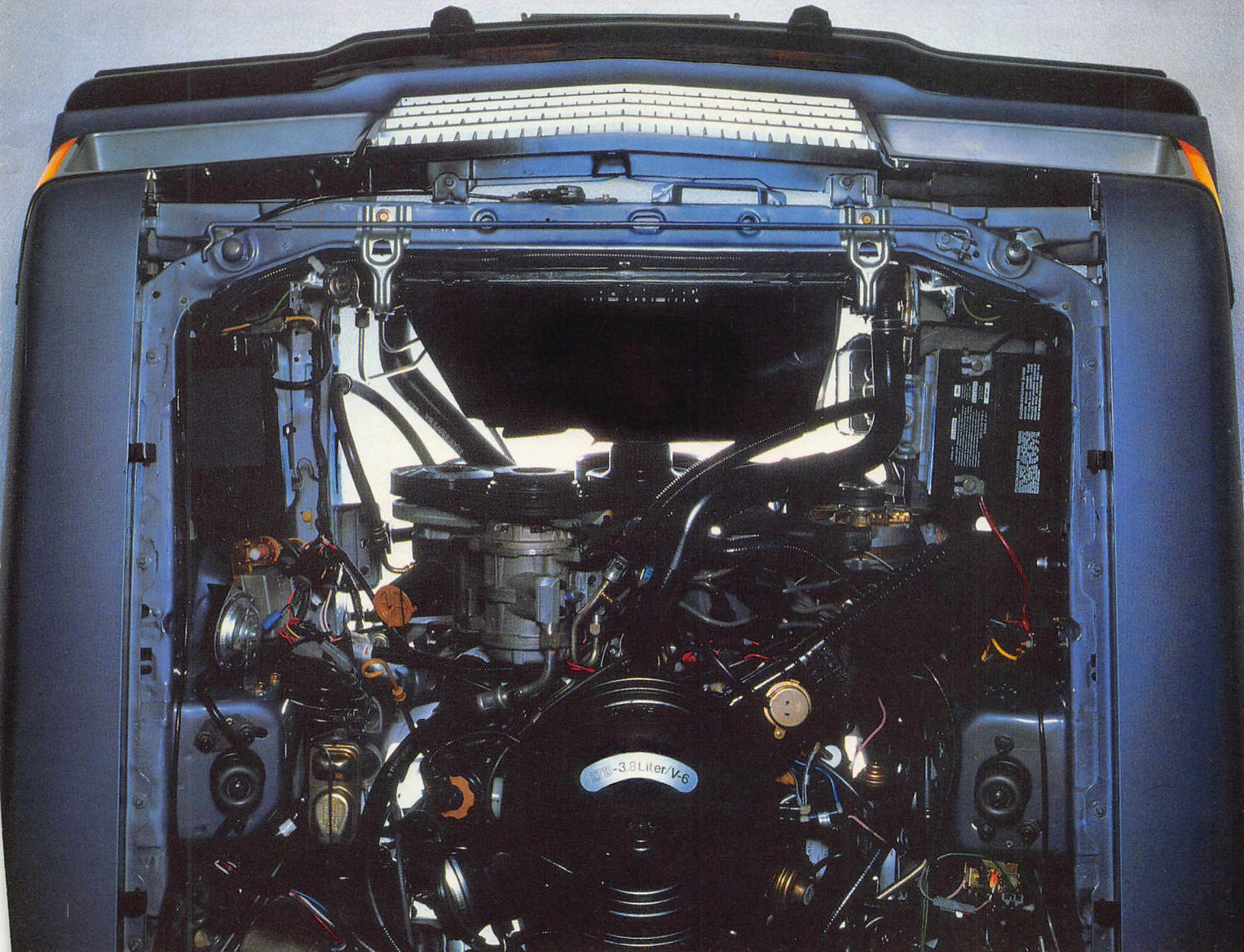
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A LEVIATHAN'S PERSISTENCE *Continued*

The hawksbill, with its powerful, hook-like beak and ferocious nature, is a smaller species found in warm oceans. The carapace of the hawksbill is the source of true "tortoise shell."

The ridley turtles are comprised of two species: Kemp's ridley of the Atlantic, and the olive ridley of the Pacific. These are the smallest of the sea turtles, reaching maximum lengths of a little more than two feet. Their unusual nesting behavior consists of hundreds of females arriving at a nesting beach simultaneously, a phenomenon known as an "arribada."

Loggerheads are noted for their massive heads. Brown in color, these large animals most closely resemble the green turtle in appearance. The smaller flatback turtle, closely related to the green turtle, is found in Australian waters, but not in the Western Hemisphere.

All turtles lay eggs, and all female sea turtles who are to reproduce must, at some point in their lives, come ashore. Nesting females traverse the surf and merge on land. Continuing their swimming movements, they travel up the beach. The turtles usually choose a nest site above the hard-packed, wave-

washed area of the beach. Leatherbacks, however, because of their ponderous bulk, nest close to the water; so close, in fact, that in rare instances the nest cavity and eggs can be flooded by waves while the female is laying.

*Females must return
to tropical or
subtropical climates
for proper nesting grounds.*

In the U. S., sea turtle nesting beaches once existed from the New Jersey coastline to Florida and into the Gulf. Few turtles nest off the coast of California, because of the rocky shorelines and the paucity of sandy beaches. Sea turtle nesting areas are particularly abundant in Central America on both the Atlantic and Pacific coasts, and extend into the warmer parts of South America. In the U. S., loggerheads nest on southern beaches in the Carolinas, around Florida, and across the Gulf of Mexico. A female

Edward A. Standora



A green turtle returns to the ocean after nesting; a female can nest more than five times per year.

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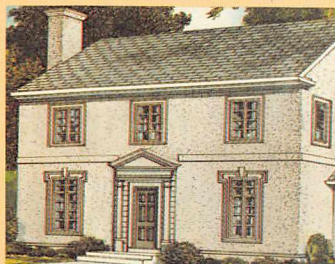
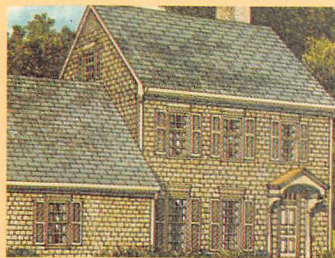
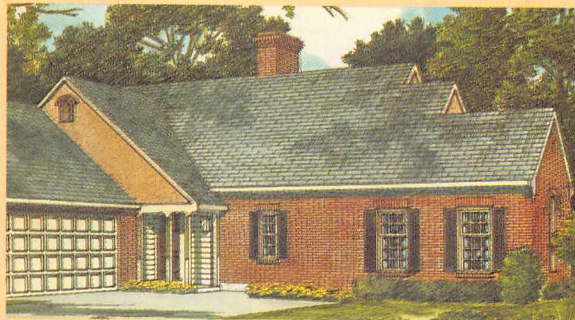
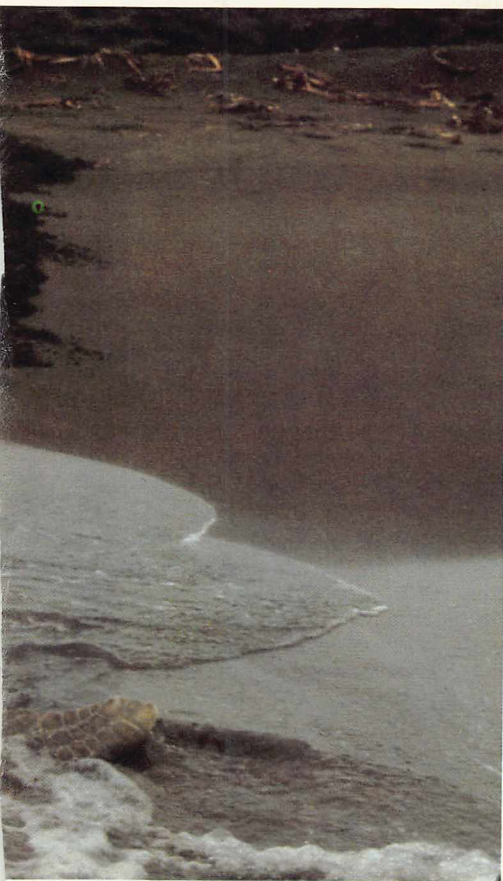
can nest more than five times during a summer, laying over 100 eggs, resembling ping-pong balls, each time.

In the U. S., sea turtles nest from March to August. After about 60 days of incubation and several more of scrambling around in the nest and digging out, the young scamper to the surf under cover of darkness and enter the ocean environment. Most males enter the sea forever, never to return to land. Females do not leave the ocean until their first eggs are laid, many years later. A baby sea turtle successfully hatching from its egg must still survive several years in the ocean before reaching maturity.

No one knows exactly where baby sea turtles spend their time, but it is known that they must face numerous hardships and dangers, such as seabirds, sharks and the nets of shrimp trawlers. Scientists estimate that as few as one in a thousand survive to breeding age. So, despite remarkably high egg numbers, sea turtles justifiably can be considered an endangered species.

Although many females only nest every three or four years, they take full advantage of the nesting season.

Continued



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A LEVIATHAN'S PERSISTENCE *Continued*

James R. Spotila



Ongoing research programs provide further clues on species behavior; here, a sea turtle is temporarily restrained while measurements are taken.

tage of their ability to lay many clutches in a relatively short period. Some turtles have been reported to nest up to eight times during a summer, with an average time between nests of 12 to 13 days. The

*Sea turtles are
most vulnerable
to predators during
the egg-hatching stage.*

actual time spent nesting varies considerably among different species. Some, such as Kemp's ridley, spend as little as a half-hour on land, while others take hours to complete a nesting event.

For a person unaware of the plight of the sea turtle, it might seem odd that these animals are considered en-

dangered. How can there be any danger of extinction for such a prolific and persistent creature? Herein lies a fundamental problem affecting the decline of sea turtle population. Their unique dependence upon land for nesting has made them extremely susceptible to predation. These animals, who spend their entire lives in the sea, are well adapted for living in water, and are extremely competent and graceful swimmers. When on land, however, the female's flippers become a hindrance when the 300-pound animal tries to swim on solid ground. That these animals ever nest successfully is a tribute to their sheer strength and determination. An adult female in a terrestrial setting is slow, lacks agility, and appears to be at the complete mercy of terrestrial predators. However, few natural predators can cope with this huge animal. It is during the unprotected egg-hatching stage that sea turtles are most vulnerable.

Predators such as wild dogs, raccoons, coati mundis, ghost crabs and ants can destroy many eggs on a nesting beach. The intelligent mammalian predators can

Continued

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But to understand what is better about Varilux, you have to understand what is obsolete about bifocals.

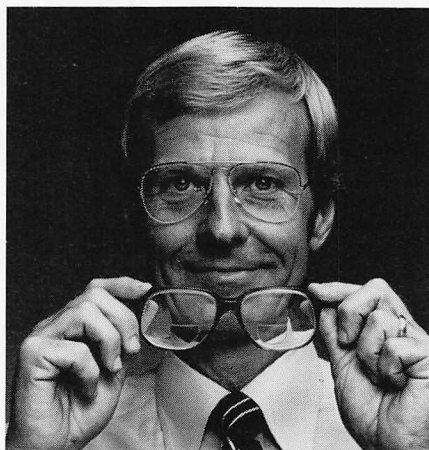
Simply stated, bifocals are divided into two parts or segments. The one above the dividing line is for far-away viewing. The one below the line is for reading and other close-up work.

So far, so good. But there is another distance that bifocals don't correct for at all. This is the "intermediate" distance that falls between close-up and far away.

Depending on the individual, the uncorrected intermediate distance is in the range of about 20 inches to 48 inches away from the eye. With bifocals, objects at intermediate distances may be blurry—speedometers, prices on supermarket shelves, papers across a desk, and hundreds of other things.

And just where intermediate correction should be, the bifocal gives you the tell-tale dividing line. You can't see through it, and if you move your head up and down, you get disconcerting image jumps.

Among the many problems bifocal wearers experience is the uneasiness they feel when stepping from a curb or going down a flight of



stairs. Long-time bifocal wearers get used to this by retraining their senses to compensate for the lack of correction at intermediate or to ignore the bifocal line. But bifocals are still bifocals and the problem is still there.

The great alternative.

Most people don't have to put up with that kind of annoyance and discomfort. Not today. Not when modern optical science has made the bifocal lens utterly obsolete.

The Varilux lens, made possible by computerized optical design, is superior to the bifocal lens.

There are no segments for different distances, and there is no aging bifocal line. The Varilux lenses look like a regular single vision pair of glasses.

But there the resemblance ends. Built into this highly sophisticated lens is a continuous series of corrections ranging from far away, through intermediate, to close-up. The corrections can't be seen, but they are there.

You can see everything you want to see. And you can see clearly, with no image jumps, and no ugly lines to contend with.

There is only clear, unobstructed vision. That's the beauty of Varilux.

A word of caution.

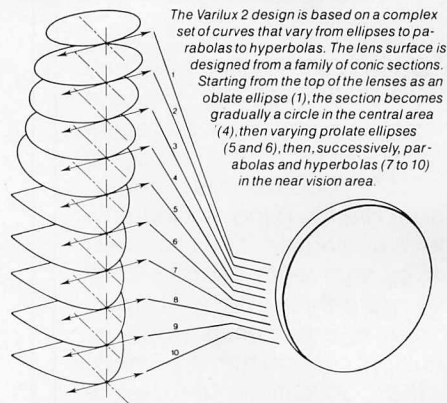
The Varilux lens is based on a patented aspherical optical design which closely respects the eye's needs from one viewing distance to another.

This advanced lens design is not for everybody. Wearers new to Varilux find that, as with any new glasses, there is a short period of

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Even though Varilux lenses cost more than bifocals, their enormous success demonstrates that their vision benefits far outweigh price. Clinical studies conducted by U.S. universities published in scientific journals show that when people are given a choice, Varilux is overwhelmingly chosen over bifocals.



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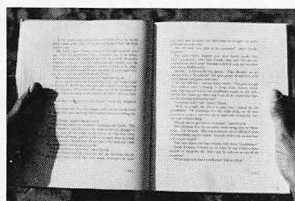
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A LEVIATHAN'S PERSISTENCE *Continued*

James R. Spotila



Radiotelemetry allows biologists to track the long-range movements of sea turtles.

readily destroy hundreds of nests in a single night. In some areas, raccoons can be seen eating the eggs as fast as they are being dropped into the nest.

*With proper planning,
nesting can be
compatible with
coastal development.*

In certain areas of the world, turtles congregate offshore to feed on submerged beds of turtle grass. Since the location of grass beds is relatively well known to inhabitants of a region, the congregating turtles of both sexes are exposed, and extremely vulnerable to hun-

ters. Unlike most aquatic organisms, these reptiles must emerge from their watery sanctuary from time to time in order to breathe. Thus, a hunter with a harpoon can wait at the surface until a turtle rises to take a breath.

Man's incentives for the killing of sea turtles are varied. Turtle meat is a delicacy the world over, and in many areas it is a staple. The cartilage from the belly (called "callipee") is highly prized and makes turtle soup a gourmet's delight. The eggs are sought as a source of protein and are purported to be an aphrodisiac. The polished shell of the hawksbill (called "carey") is extremely marketable and comprises the bulk of the myriad turtle products sold in world markets.

Loggerheads, the most recent arrival to the list prepared by the Endangered

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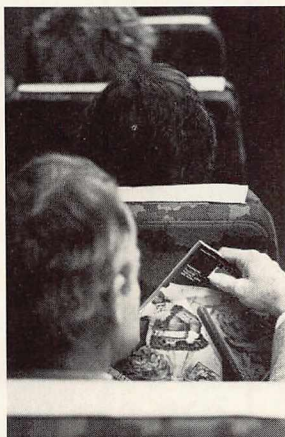
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A LEVIATHAN'S PERSISTENCE

Continued

Species Program of the U. S. Fish and Wildlife Service, are classified as threatened, for they experience many of the same problems as do other sea turtles. Their eggs are heavily harvested, and the shells sold as souvenirs. A unique feature of loggerheads is that they have the most northerly nesting range of all sea turtles.

*Thanks to combined efforts,
the ecology of the
sea turtle is finally
becoming understood.*

This puts much of their nesting ground on the southeastern coast of the U. S., including the barrier islands. This prime real estate becomes more populated each year. Since this is associated with increased urban development, such as towns, roads and construction, the encroachment upon these natural nesting beaches seems inevitable, as is the concomitant increase in raccoon and dog populations.

Only through continued research and conservation efforts will sea turtles survive, but positive signs are emerging that people of many nations are willing to contribute in any way necessary. The recent meeting of the Western Atlantic Sea Turtle Symposium in San José, Costa Rica, featured presentations, not only by biologists, but by concerned citizens on the welfare and ecology of the different species. Sea turtle research programs are in progress throughout the world, and some of the most notable are in the U. S. The research program on Little Cumberland Island, Georgia, has been underway for 19 years. Kiawah Island has altered its beach lighting and initiated research to determine how to make sea turtle nesting compatible with coastal development.

As a consequence of continued, sincere efforts by various commercial enterprises, government funding agencies and dedicated biologists, the life history and ecology of sea turtles is becoming understood. This understanding, coupled with a spirit of caring for the welfare of these beleaguered animals, should lead to a prosperous future for these most impressive marine reptiles.

Whit Gibbons and Steve Morreale are research ecologists at the University of Georgia's Savannah River Ecology Laboratory in Aiken, South Carolina.

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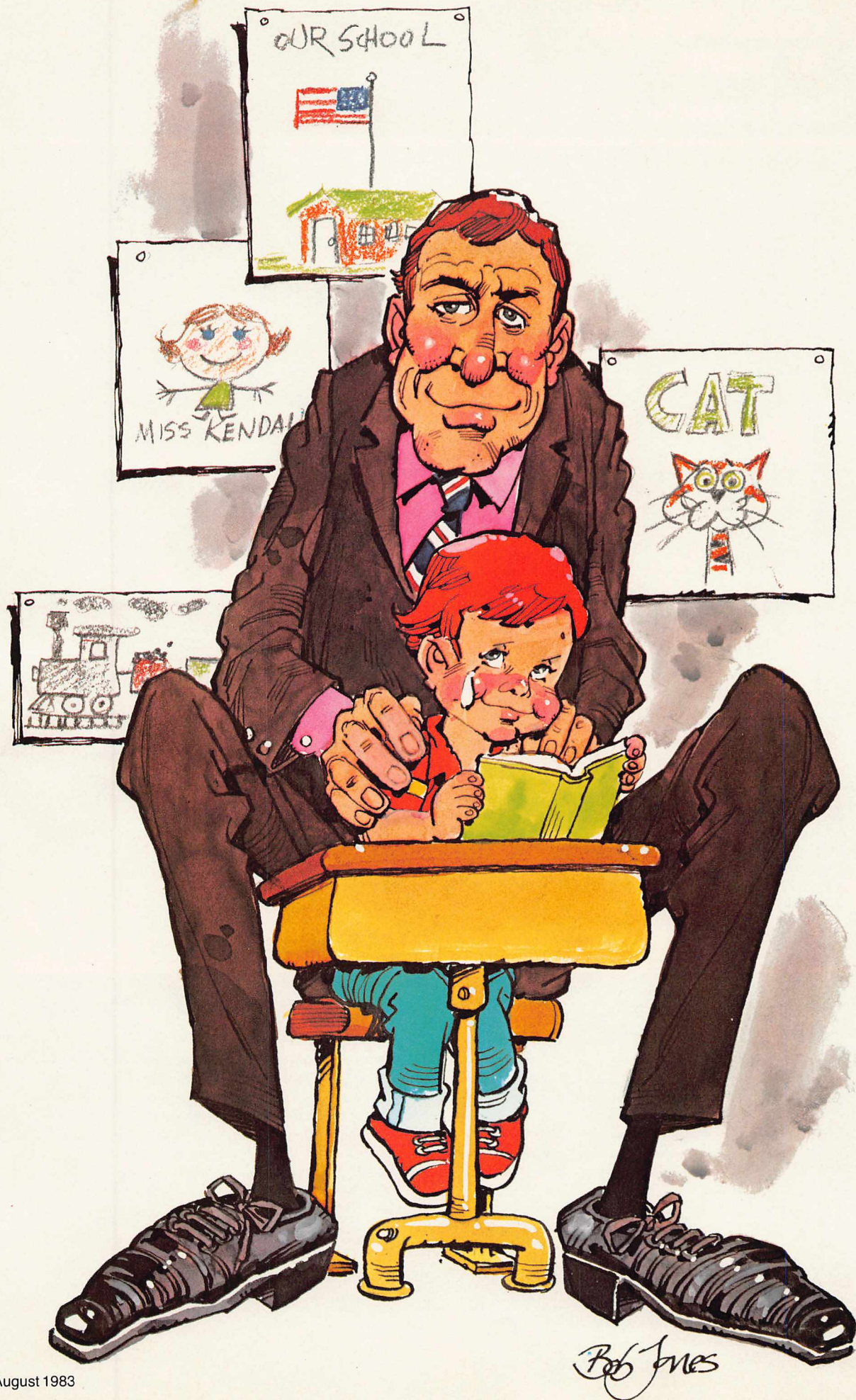


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ACADEMIA NERVOSA

BY PERRY W. BUFFINGTON, Ph.D.

The ringing of the school bell is a truly fearful sound to many. First-graders openly express their trepidations. Older "kids," including many adults who are returning to school, express their worries indirectly, ultimately sabotaging their scholastic performance.

This tendency to clutch in the face of schoolwork has no formal name but is called "academia nervosa" for this article. Symptoms may include cutting classes, disrupting a class, failure to complete assignments, putting down other students (and, of course, teachers), self-isolation, panicking on tests, or any combination thereof. The most common subset of academia nervosa, however, is known as school phobia.

School phobia is a condition which first appeared about four decades ago as a result of legislation making school attendance mandatory up to a certain age. Approximately two to eight percent of all referrals to child guidance clinics today are diagnosed as school phobic, and this condition is steadily increasing. Occurrence is highest up to the fourth grade, and declines thereafter. Fewer children from lower socio-economic homes suffer from this problem; in fact, school phobia is a middle-class problem.

The symptoms of this irrational, unshakeable fear of school are relatively standard. When the child thinks about school or approaches the grounds, he becomes extremely anxious. The child may complain of headache, nausea, or similar problems. Often, the child will feign sickness, a behavior he has learned from adults who avoid doing things which are unpleasant by the same technique. For the child, this works frequently.

The school-phobic child fears that something terrible is about to happen, but he cannot explain his dread. Reassuring him rarely helps deal with the intense anxiety which he is experiencing, and bribes, threats, and pressures produce only

panic and additional resistance.

This phobia emerges with no apparent reason or as an ostensible result of a seemingly minor event. In a majority of cases (estimated to be seventeen per thousand among school-age children), the child will simply state that he does not want to go to school. Not curiously, this declamation usually follows a weekend or holiday. To complicate the issue further, school phobics usually have above-average

*Dealing with school phobia –
an affliction which hits
epidemic proportions around
this time of year – is a matter
of patience and resolve.*

age intelligence and previously have done well in school.

There are many who believe that school phobia is a form of generalized anxiety. Such a condition is characterized by unrealistic fears, over-sensitivity, self-consciousness, nightmares and chronic anxiety.

The child who is a "textbook" school phobic is one who is roughly six years old and terrified of being separated from his mother, even for brief periods of time. Lacking self-confidence, this child is apprehensive in new situations, tends to be immature for his age, and is overdependent on parents. Such children are often described as shy, sensitive, nervous, submissive, easily discouraged, worried, and frequently tearful. Still it is amazing how a 48-inch tall kid, using simple defiance, can bring an entire family to a screeching halt. Any form of defiance, it seems, intimidates Mom and Dad.

Reactions range from over-clinging to decibel-shattering tantrums. One case reported a child who found out that tantrums

would not work, but that disrobing as his mother dragged him to class so embarrassed her that she promptly took the child home. In this situation, the score was Child "1"; Mother, "0."

Not all school phobics manifest such intense anxiety, but they will do anything and everything to upset their parents, who, totally frustrated, give in to the child and remove him or her from school.

The exact cause of this problem is unknown. Many psychologists and psychiatrists suspect that the cause is rooted in the mother-child relationship. When the early dependency ties are not resolved, the first enforced separation-school produces a tense climate. Because the child is often overvalued at home, school represents a challenge to his power. If this is so, then school phobia is not really a fear of school, but a fear of losing mother's love and attention, instead.

There is some evidence that major traumas tend to produce school phobics. For instance, after a devastating tornado demolished Xenia, Ohio, psychologists were shocked when they analyzed the residual effects. The most significant effect was found among the very young who developed a school phobia characterized by a fear of leaving home and a refusal to return to school; these children had no history of school fears. Many of their parents did not help solve the problem when they, in turn, indirectly exhibited their own fears when time came for the children to return to school. This anecdote supports the theory that the children do not fear school, but fear losing their families' attention more. In other words, while the child is attending school, he cannot be sure that his family is safe; he must stay home and see.

School phobia has been referred to as one of the "emergencies" of child psychology. Its prognosis varies inversely with the length of absence from school. In

Continued

ACADEMIA NERVOSA *Continued*

short, the longer the child stays out of school, the more difficult it is to re-enroll him in a regular classroom. Hence, it is essential to engineer the child back to school as quickly as possible utilizing whatever manipulations (i.e., classroom placements, or hours) are necessary.

Although most school phobics eventually do return, about half of all children who once suffered from this problem will continue to manifest some clinical symptoms, such as anxiety or bodily complaints, throughout their entire school career. School phobic boys, however, tend to have slightly greater difficulty re-orienting than do girls with similar problems.

Treatments range from very complicated regimens of behavior modification to the simplicity of a father's stepping in and assuming responsibility for taking the child to school each day. It is usually necessary for the father to physically stay in the classroom until the child calms down. Fathers, as compared to mothers and other relatives, appear to be more successful agents in redirecting school

phobics. This may be due to the fact that children, who are conditioned to expect their mothers to handle school-related behaviors, are thoroughly surprised that their fathers will invest the time.

However else they may differ, most treatment approaches recognize certain common steps. First, seek assistance as soon as the problem is identified. Do not allow the problem to continue for weeks.

*Parents must remain firm;
they should not fluctuate
in their attitude
towards school attendance.*

Second, most school phobics begin with bodily complaints, like headaches and stomachaches. Pay attention to such complaints, as they may be medically based, and consult a doctor if it seems to be in order. However, when an organic basis is ruled out, and you recognize that the child is attempting to manipulate you or "test the parental limits," handle the bodily complaints in a very casual manner. And do not be surprised if the number of body ailments increases until the child catches on that you are not to be had.

Third, the child must be forced to attend school and to stay in the classroom. Runaway behavior must not be tolerated. Utilize school assistance, if possible, in keeping the child at school. Fathers should be prepared to stay with their children; mothers may visit, but usually are advised not to stay.

The fourth step involves the parent explaining appropriate school behavior and attendance to the child. Parents must remain firm; they cannot fluctuate in their attitude towards school attendance. It's alright to reward children with material benefits when they stay in school, but once they're successfully reenrolled, material benefits should be removed.

Behaviors which interfere with the child's schooling cannot be tolerated or allowed to continue. For instance, sometimes when a child cries, he must be given the "privilege" of crying all the way to school.

Although most of this article has focused on school phobia, all teachers know that this is only one problem which affects school performance. We have coined the phrase *academia nervosa* but it deserves definition. Generally, it means any condition or behavior with the potential to decrease performance, to produce

Continued

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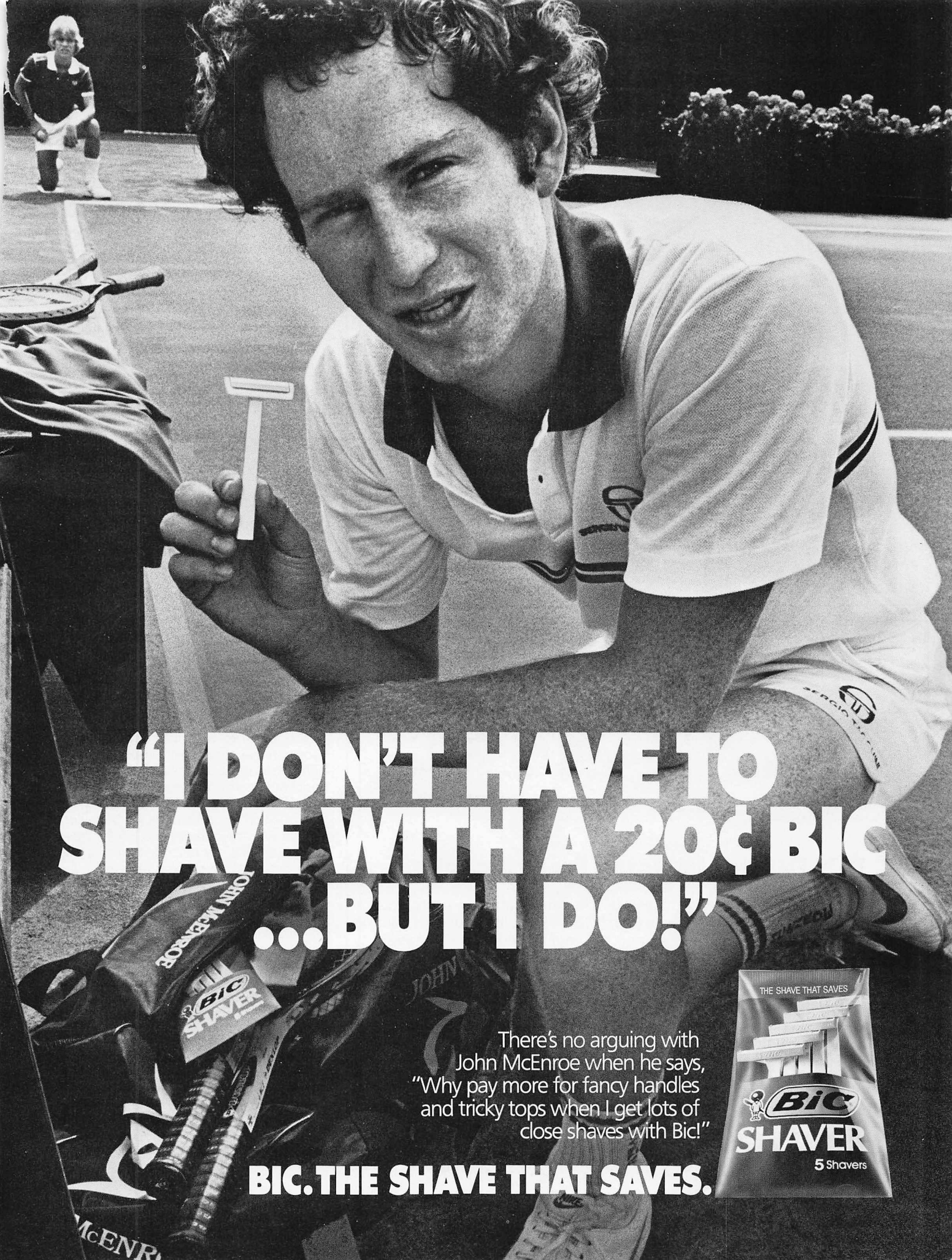
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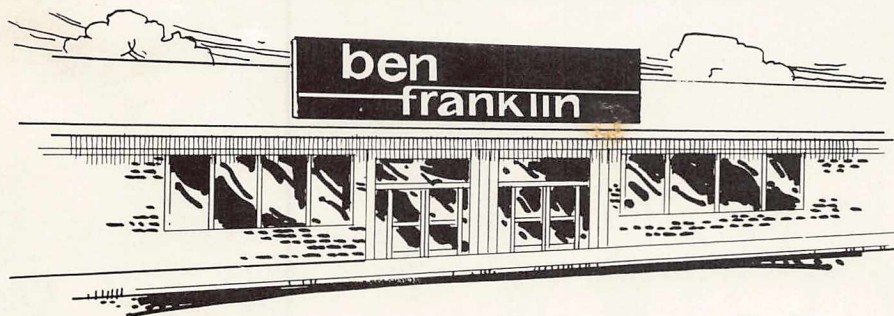
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ACADEMIA NERVOSA Continued

inappropriate behaviors, and ultimately, to create an "I don't want to go to school anymore" attitude. Current dropout rates attest to this condition's pervasive presence.

Academia nervosa is a family problem, because one child's refusal to attend school can disrupt all family behaviors. It is a condition where the breakfast table becomes a battleground, parents surrender control to their children, and the child openly defies his parents' wishes that he attend school.

Children, and even some adults, with such school-related problems will delay, drag feet, refuse to get dressed, and engage in behaviors which can cause a parent, spouse or other family member to be late for work or less attentive to the job when they get there. Loved ones like that are masters at manipulating you and your anger.

Although there are cases where school phobia is a serious condition, escalating to the point where the child may attempt to hurt himself, most cases can be handled with a parent's remaining firmly committed and insistent that the child attend school. But parents must consistently enforce this requirement, and be prepared to take whatever stand is necessary.


Parents of children who display inappropriate school room behaviors must learn a new set of "3 R's." These are Respond, Reinforce and Resolve.

To explain, if your child displays an irrational fear of school and refuses to attend, you must *respond* firmly and consistently. The child must understand that you will not tolerate this behavior. Next, you must *reinforce* him positively. That means, pat the child on the back for those behaviors which are appropriate, and ignore those which are not. By responding firmly and reinforcing positively, you will *resolve* the problem.

One concluding point must be made. Teachers cannot be held totally responsible for children who refuse to learn. To do this is not only unfair, it is also tantamount to shirking one's duty as a parent. To respond effectively, reinforce correctly, and successfully resolve the problem, parents and teachers must work together.

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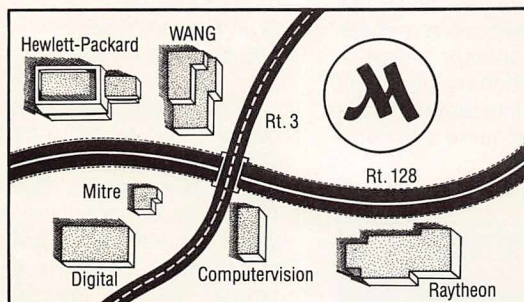
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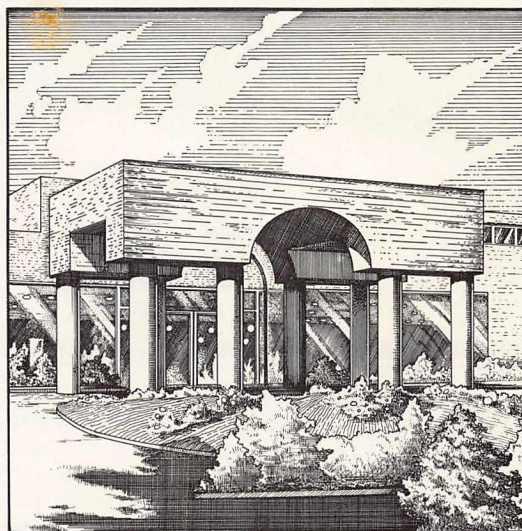
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RUN BEFORE THE WIND

by Stuart Woods
W. W. Norton & Co.
337 pages, \$16.50

Mystery is no mystery to Stuart Woods. *Run Before the Wind* is a definite thriller, packed with action and interesting individuals.

Protagonist Will Lee finishes his junior year at the University of Georgia Law School only to be told by the dean to "take a sabbatical . . . to gather your wits about you." It seems that young Will has been performing at school – but only that. His mind is elsewhere. From here on, Will's adventures take a series of immediate giant steps; happily, with the endorsement of his father, who is governor of the State of Georgia.

The locale then switches to Ireland, where Will's grandfather lives.

he got his limp, Mark indicates that, while in his country's service, he killed a member of the IRA. As a result, we watch him become a target of an IRA splinter group.

As the boat project gets underway, Will becomes romantically involved with a country lass named Connie, yet is also greatly taken by the jet-set nature of Derek's society, to which he is introduced by sensuous Lady Jane Berkeley. Juggling these two ladies while at work with Mark and Annie keeps Will pretty busy, so we leave him occasionally to take side-steps – literally – into the world of the IRA. Though the book is written mainly as Will's first-person narrative, several chapters are taken over by another "voice" – that of the hidden revolutionary members. These small diversions into terrorist thinking are quite distressing, terse and horribly real.

Although a native Georgian, Woods

boatyard and exemplify good and bad personalities; Patrick Fitzgerald Pearce who, along with his brother Michael, sneak up on us and perform dastardly deeds; assorted local thugs; and a private investigator who finds out more than is good for him.

With a tragic yet positive finale, Will emerges from his nascent wandering stage ready to move on to another book. Let's hope that Stuart Woods brings it to us soon.

BANKER

by Dick Francis
G. P. Putnam's Sons
306 pages, \$14.95

Former steeplechase jockey Dick Francis, who has trotted with the likes of the Queen Mother, certainly knows what makes horse races. Those familiar with his previous books are aware that the world of horses is his favorite and perennial venue. It's often a detour of the course which is the subtheme, and in *Banker* we wander into a thicket of merchant banking through the doors of Ekaterin's, a highly respected London establishment.

"At Ekaterin's, one never actually saw any money" describes the investment-oriented milieu. Fascinating proposals and deals pass around those who pass around the paperwork, and the people are fascinating, too. Indeed, some are downright eccentric.

The protagonist – Tim Ekaterin, young, and fresh to the family business – narrates in the first person, plunging the reader into the action. Within 60 pages or so, Tim manages to rescue one of his bosses (Gordon Michaels) from an hallucinatory episode (and from scandal, as well); save the "faith healer" (Calder Jackson) from attempted murder; pick the winning combination at Ascot; catch the unending attention of Gordon Michaels' young wife; stake his first winning claim on a risky loan to a cartoonist; and get promoted to a directorship at the bank.

Mystery, of course, rears its head. (Actually, mystery has been with us all along,



Searching for "something in myself that I could admire without shame," Will meets Mark Pemberton-Robertson, a 30-year-old ex-Royal Marine, and his wife Annie. The trio that forms the book's nuclear family is thus born. Mark has just been commissioned to build a sailboat designed to win the coveted Singlehanded Transatlantic Race – and he's to be captain in that race. It is quickly agreed that Will be part of the entire expedition.

Things begin to get suspicious right away. Oddly enough, Derek Thrasher, multimillionaire sponsor of the boat, wants no publicity. In revealing to Will how

has lived in London and Ireland, and this is clearly reflected in *Run Before the Wind*. His familiarity with local terminology and dialect, as well as specific geographic and cultural facts, add authenticity to the tale. When Will, a genuine Southern gentleman, describes his British car (a Mini Cooper) as going around corners "at a great rate of knots," we feel that we are reading the genuine article.

A cast of natives spills into the tale: Connie's best friend, Sister Mary Margaret (a nontraditional nun they all call "Maevie"); twin brothers, Denny and Donal O'Donnell, who work at the

although we didn't know it.) The detour – a fact-filled sidetrip through merchant banking – is but a preparation. Tim decides on a £5 million (roughly \$2.3 million) deal on the breeding of Sandcastle, a prize stallion. Tragedy strikes when the horse's progeny are born with severe, disabling disfigurements. Ekaterin's faces bankruptcy, and so does Sandcastle's owner, Oliver Knowles, whose daughter, Ginnie, becomes innocently and unfortunately involved. Murder then takes the lead on the list of calamities.

Tim roams through corrals, laboratories, and even the arms of Gordon Michaels' wife, until the culprit is discovered. He also continues to wander the rooms and ranks of the bank, to our delight. It is in these two arenas that we meet Francis' unique, and often strange, characters. There is John, Tim's co-worker, who grows increasingly and outspokenly jealous as Tim moves up the company ladder. Alec, with his often out-of-place sense of humor, constantly chuckles at the fact that leaks from within that stuffy banker's covey, Ekaterin's, are appearing in the notorious London gossip dailies. The leaks concern suspicious goings-on, the stability of the company and those who make its decisions (such as backing a stallion for stud). There's Calder Jackson, the faith healer, about whom one wonders: Can he really heal horses with herbs and the "laying on of hands"? Or, is he a faker – a crook? And there is Penelope Warren, conveniently a pharmacist, who falls in love with young Tim and becomes a damsel to his distress.

The major difficulty with *Banker* is that unmasking people takes a long time. Of course, Tim is but a beginner, a novice to banking. But . . . to life itself? To suspicion, and putting two and two together? Tim's greatest quality ends up being that he's just plain lucky. Charm, wit, perhaps even charisma, canter to his gait. In the end, we are satisfied, and have met a variety of individuals. We have met the world of merchant banking, especially as it is in England. And, as Dick Francis would have it, we have learned once more what makes a horse race.

— Barbara Kate Linick

SKY's Literary Editor is on vacation. In her absence, other members of our editorial staff have contributed to this column.



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CRITICAL PERCEPTIONS

BY RICK BRIANT-DANDES

A few of the nation's most influential critics share their thoughts on the pleasures and pitfalls of a mystique-laden profession.

How many times have you read a negative movie, television, or theatrical review, only to later see the production yourself and actually enjoy it? How often do you disagree with a so-called expert, whose job it is to analyze and evaluate a work of art? If you're like most people, your answer to that question probably is: a lot.

Well, critics aren't infallible — nor do they pretend to be. Being a critic is often unenviable work, for while the job requires taste and judgment, it carries with it a greater probability of error than any

other artistic activity of comparable distinction. Most critics agree: evaluating a work of art is at best a difficult, thankless task. Only time can really judge the value of artistic achievement, and even then, an aesthetic judgment cannot be conclusive in the same way as a scientific hypothesis.

Dr. John English, author of *Criticizing the Critics*, estimates that there are about one thousand critics, or reviewers, working in America alone. Many are journalists who cover the arts on a daily basis; many

often have very little to say. These reviewers must meet rigid deadlines, rely on instantaneous, snap judgments, and usually do not spend a great deal of time reflecting on what they have written.

But our best critics — James Agee and Brooks Atkinson in bygone years; Pauline Kael today — are themselves artists, using the object of the review as the starting point from which they write. We read and enjoy them for the delights their prose provides; as artists, we admire their work as we would a play, movie or book.



Critic-proof: This summer's blockbuster, *Return of the Jedi*, is one example of a movie impervious to negative reviews.

Film director Paul Schrader (*American Gigolo*, *Cat People*) once called her work "the finest criticism written by any American"; William Shawn, editor of *The New Yorker*, writes that her reviews "reveal what (movies) mean, the many ways in which they affect our lives and how shifts in society affect the movies. As an analyst of the art form that has become central to American culture, she is peerless."

"She" is Pauline Kael, who as critic for *The New Yorker* and author of nine books on film (the latest, *Taking It All In*, to be published in the spring of 1984, by Holt, Rinehart, and Winston), may be America's most influential film critic, in terms of her ability to "make some difference" for a small, innovative, or foreign film, or a movie that needs help in order for people to hear about it.



Deborah Feingold

Kael: "Peerless" in the field of film criticism.

"But I don't think I can make any difference on a film with a huge advertising budget," says Kael. "I mean, the voice of the critic is tiny compared to the voice of a \$10-million ad campaign."

Actors and film producers who rail against the influence of critics are generally talking nonsense, Kael believes. "It's very tough to persuade people to go to see a movie. Even people who read me in *The New Yorker* and say that they enjoy my reviews often don't go to the movies that I like most." Unfortunately, there aren't many movies being released these days that Kael can enthusiastically endorse. She sees an average of six movies a week, but thinks very few this year have been interesting. "That's the awful thing," says Kael. "You see, if films are bad, you keep going and going, hoping to find one or two worth writing about. Most of the ones I see, well . . . I would have to become a total hack to turn out reviews of them, because I've seen too many better movies just to write about every bummer."

The New Yorker puts no pressure on her to cover particular movies; it's an enviable position for a critic to be in, Kael admits, "but I wrote a lot of places before I found a magazine where that kind of freedom was possible."

Born in Petaluma, California, Kael studied philosophy at Berkeley, but "my professors assumed I wanted to be a writer because I was a fast and easy writer," she says. A prodigious and wonderfully

detailed essayist, Kael decided to give the profession a try. "I wasn't thinking of writing about films, however. At first, I was interested in the theater. But I got very little encouragement — this was the early 1940s — and I didn't have much luck at getting my plays produced, except on radio."

Her career as a film critic began as a fluke. "I was overheard arguing with Robert Duncan, the poet, about a movie, and a friend asked me to write a review of it for his new magazine, *City Lights*," she says. "I'd never thought about movie criticism, but it amused me to do because I had always been interested in all the arts." Kael discovered, much to her surprise, that her work was easily published; editors, she recalls, responded well to her article submissions.

Kael began reviewing films for KPFA, a San Francisco radio station, and assorted literary journals and cultural quarterly magazines like *Partisan Review* and *Sight and Sound*. Her pay was token. Says she: "I didn't really start to make a living as a film critic until after my first book, *I Lost It At The Movies*, came out and I moved to New York" — at the invitation of *McCall's* magazine, for whom she served as critic. That professional marriage was not made in heaven and ended in divorce. "I recall a point of considerable demoralization," says Kael. "I'd been forced out of my job at a few other magazines by the advertisers because I'd given negative reviews to pictures with big advertising budgets, and it was easier to drop me than to lose the accounts." About that time, in 1968, she was asked to join *The New Yorker* staff, and has been with the magazine ever since.

At *The New Yorker*, Kael does not write with an idealized reader in mind: "If you start worrying about that, I think it becomes a little paralyzing. I just don't think in those terms. I write, hoping that other people will enjoy it or be interested or at least they will read it."

Although Kael would have you believe her impact on moviegoers is exaggerated, there is little doubt that she has had great influence on a number of young, prominent film critics — disciples, almost — who, like Kael, often analyze how movies affect our feelings.

Continued

NBC



Shalit: Playful and punchy, he's spawned a generation of imitators.

Just as Pauline Kael has inspired other writers, NBC-TV's Gene Shalit has had an equally strong influence over television film criticism. Shalit, who has had great success as the *Today* show's film critic for 12 years, has spawned a generation of bushy-haired and mustachioed imitators.

The quickness of wit that makes Shalit's three-minute reviews so clever, can, in the hands of lesser-talented individuals, make a review superficial. Too much of what passes as broadcast criticism is about as memorable as a fast-food hamburger, laced with quotable one-liners to disguise a lack of substance. Shalit is quotable, but he also has some-

thing to say. That's what makes him different from his imitators.

His most impressive feature is a colorful, staccato delivery. Shalit shares his feelings about a movie as naturally as if you were two friends sitting at a bar having a drink. One Hollywood producer has been quoted as saying, "Shalit is so naturally funny that even when he's being critical, he isn't obnoxious." He selects the nuances of a film most fans don't see and conveys his ideas in an understandable patter, with punchy, simple sentences.

Shalit speaks like he writes, which is how he originally got the job. "In 1968," he says, "I was writing a column for the *Ladies Home Journal* called 'What's Hap-

pening,' and was the film critic for *Look*, when I was contacted by an NBC president who was looking for a movie critic for television." But when Shalit reported for his audition, NBC took one look at him and put him on radio. "They couldn't allow anyone who looked like me on television," recalls Shalit with some amusement. After a year on NBC-radio's *Monitor*, the brass decided they liked Shalit's style, "so they tried me on television and it worked. The reaction was good."

Like Kael, Shalit is one of the few critics whose good reviews can affect box office receipts.

About his work schedule, Shalit says, "I see 150 movies a year — which I love doing — and I review everything I see." Shalit has a remarkably free hand to review and say what he wants on *The Critic's Corner*. "Nobody at NBC has ever asked to look at a script before I go on the air. There is no prior censorship — and not only that, but NBC has never second-guessed me afterward."

Like Kael, Shalit is known as one of the few critics whose good reviews can affect box-office receipts; also like Kael, he is loath to consider his influence. "I just tell the audience what I think of a movie," he says. "My impression of it. Sometimes it's amusing and sometimes I hope it's moving. But I never think of influencing people when I write a script. I wouldn't want that responsibility."

If Shalit is the leading individual spokesman of what critic's critic John English calls the "thumbs up-thumbs down" school, the Public Broadcasting System's *Sneak Previews* has refined the technique into a very successful weekly half-hour program.

Billed as "A Consumer's Guide to the Movies," the highly-rated *Sneak Previews*, now entering its sixth season, features advance screenings of film clips from major motion pictures, plus comments and critiques from co-hosts Jeffrey Lyons and Neil Gabler. The format involves each critic discussing his reactions to, and thoughts on, current movies. A

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Lyons and Gabler: PBS's *Consumer's Guide to the Movies*.

dialogue, called the crosstalk segment, ensues, summarizing the strengths and weaknesses of each film. During this exchange, Gabler and Lyons will make recommendations to either "see a particular movie," or "don't bother."

Gabler and Lyons, two young critics, come to the show from vastly different backgrounds. Gabler is a writer (*Monthly Detroit*) and film historian, who has taught film at the University of Michigan. He does not see himself as an entertainer. "The clips are entertaining," he says, "but I am a critic, and my job on *Sneak Previews* is to inform viewers what I think they should or should not see, and give, I hope, intelligent reasons why." Gabler believes the ultimate function of criticism is analyzing a movie and sensitizing an audience. "I consider myself successful if I've created for the audience some feel of what the movie is like, what it is about, and how successfully the idea is carried out. Whether I like a movie or not is ultimately irrelevant; the reason I like something is important, and gives our viewers a basis

upon which to make up their own minds. A consumer's guide isn't saying go see it, it's good; it says, this is the way this movie operates, now you make the decision."

"You can knock something without being cruel," says Jeffrey Lyons.

Gabler is a meticulous worker who writes his clip introductions in longhand. The ebullient Lyons does his criticizing off the top of his head.

Besides his work on *Sneak Previews*, Lyons is host of the nationally syndicated *Lyons Den* on CBS radio; he is also the film and theater critic for WCBS-radio in New York, WPIX-TV/New York, WMAR-TV/Baltimore, and *Independent Network News*. Lyons comes from a show busi-

ness family. The son of legendary Broadway columnist Leonard Lyons, Jeffrey "grew up with actors and went to acting school. That's how I was brought up."

Lyons, who reviews movies and theater, is busy every night of the week. As an overnight reviewer, he recognizes that his deadlines preclude anything but a quick judgment. "I get out of the theater at 9:20 and I have to have my clip cut and TV script written by 10:10. Then, on my way home I'll stop at WCBS and do my radio review." Asked to describe his frenetic style, Lyons says, "It's newsy; journalistic, I suppose. I'm trained to get it right, fast, and accurate. But I can be just as careful writing fast as someone who is slower."

The power of the New York theater critics has been well-documented. Unlike film critics, who have relatively little influence on the box office (*Return of the Jedi*, he correctly points out, is critic-proof: no matter what the critics say about the film, people will see it), Lyons knows that a unanimous panning of a theatrical show will close it in one night. "So that is a tremendous responsibility we have," he says.

Does Lyons' background and his association with the movie industry influence him as a critic? "I can still detach myself professionally," he says. "Knowing actors doesn't hinder me, but I do remember being told by Ruth Gordon the night before I began work as a critic (in 1971) to think twice before I dump on someone. You can knock something without being cruel."

One of the growing new fields of criticism is television reviewing, which until recently has been confined to summary reviews, gossip, and star interviews. Syndicated television columnist Gary Deeb (formerly with the *Chicago Sun Times*) is different: his work is oftentimes polemic because he considers his subject seriously. "I was in that vanguard of young people who were just coming to flower in the late Sixties," he explains. "And I think we took it more seriously because we grew up with television. It was a major part of our lives, and of course, it developed as we developed." Deeb, who watches up to 80 hours of television a week, believes it is important for television critics to go behind the scenes, and find out why we see what we see, whether it's a big newscast or a weekly situation

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comedy. "The reasons the power brokers put a particular show on the air are frequently a lot more interesting and are almost always more important than the program itself, and whether it's good or bad," he says.

Deeb's most memorable columns have been investigative pieces. In 1977, he exposed a boxing scandal on ABC-TV: Deeb wrote about possible corruption and fraud involved in the selection of fighters scheduled to compete in the U.S. Boxing Championship. "I was the first one to blow the whistle," he says proudly. "Roone Arledge (president, ABC Sports) threatened to sue me, but after conducting his own investigation, he canceled the tournament." By the summer of 1977, F.B.I. and Congressional investigations were underway. "It was a wonderful story with a lot of appeal and it had an impact — it got the show off the air and put a lot of heat on promoter Don King and ABC themselves, who produced and telecast the fights."


Deeb's first newspaper job was as a general assignment reporter. Perhaps because of that "my columns serve as a sort of public watchdog in addition to my functions as a reporter, commentator and entertainer," he says. "I think audiences ought to be challenged."

This fall, Deeb is scheduled to enter the medium he has criticized for 13 years, with a syndicated program tentatively titled *On Television*. "I think the accent of the show — a magazine about television — will be on entertainment and interesting features," he explains, "as opposed to my

newspaper column which has been half entertaining and half harsh criticism. I want this program to cover television in every bit as electrifying a manner as *60 Minutes* covers the world."

*A quality essential
for aspiring critics:
a sense of
passionate disinterest.*

Deeb is blessed with a quality that is *de rigueur* for aspiring critics — a sense of passionate disinterest. John English believes this is important: "Critics ought not to be concerned with the impact they have, at least not in the sense of how they affect audiences." That seems to be an opinion shared by America's best.

Most critics have no axes to grind and would like nothing better than to see a good movie, television program, or play. Critic Neil Gabler sums up this attitude, saying, "If you think any critic wants to sit in a theater and watch a bad film or that we get some sadistic pleasure from taking out a knife and carving up someone's work, then you have no idea what it's like being a critic. I get enjoyment out of being effusive about a movie; that is the pleasure of criticism, not knocking somebody's work. No critic I know enjoys doing that." 

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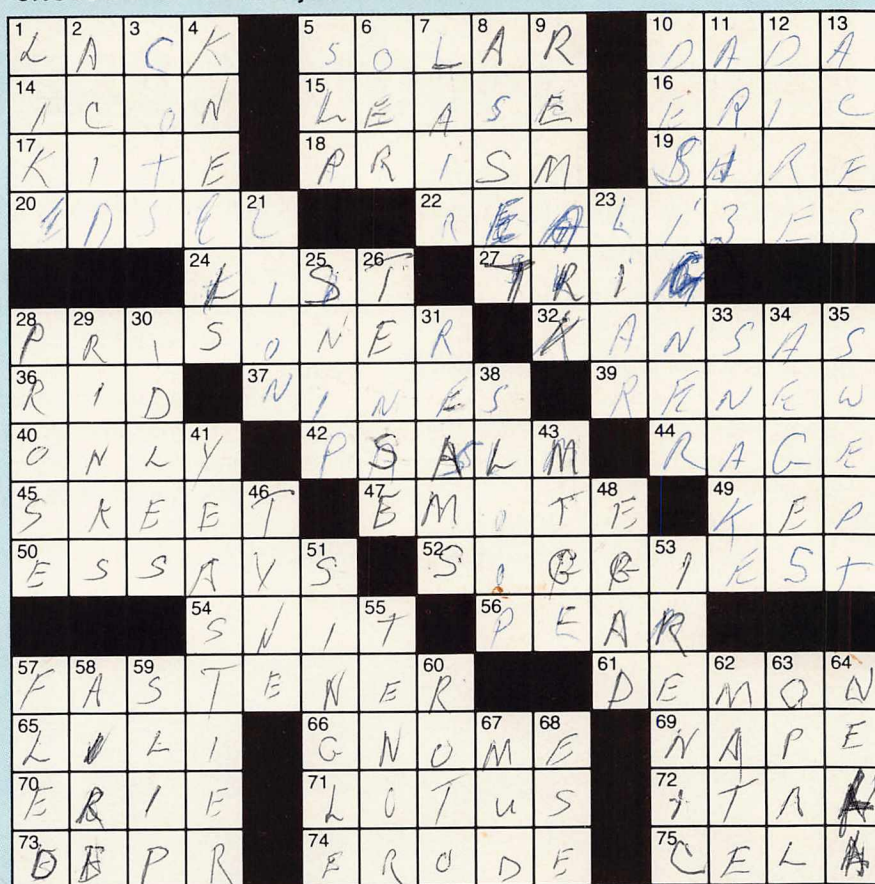
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Across

- 1 Need, want
- 5 Heliacal
- 10 Movement in art based on deliberate negation of traditional artistic values
- 14 Image, idol
- 15 Rent
- 16 ---- the Red
- 17 Member of the hawk family
- 18 Crystal form whose faces are parallel to an axis
- 19 Father
- 20 Ford's folly
- 22 Is fully aware of
- 24 Lean to one side, tilt
- 27 Stylishly or jauntily trim
- 28 Captive
- 32 River that flows into the Missouri
- 36 Relieve, disencumber
- 37 Halves of a golf course
- 39 Regenerate
- 40 Sole
- 42 Sacred song or poem
- 44 Fury
- 45 Trapshooting
- 47 Act
- 49 A bundle of undressed hides of small animals
- 50 Attempts

Down

- 1 Counterpart, equal
- 2 Sour
- 3 Army beds
- 4 Genuflects
- 5 Socialist Labor Party, abbr.
- 6 Over, poetic
- 7 Den
- 8 Property, resource
- 9 Comment
- 10 Originator, creator
- 11 State in S.W. U.S., abbr.
- 12 Dismal, oppressive
- 13 Highest four-of-a-kind in poker
- 21 King of beasts
- 23 Prevaricator

- 25 Impertinent person
- 26 Rigid, taut
- 28 The ordinary language of man in speaking or writing
- 29 Enclosures for roller-skating
- 30 Rests
- 31 Countersinks
- 33 Reptile
- 34 Sponsorship, protection
- 35 Cleaned with a broom
- 38 Sailboat
- 41 Frothier, more immature
- 43 Property loan, abbr.
- 46 Prong, var.
- 48 Mild oath
- 51 Unmarried
- 53 Pacific
- 55 Highest adult male singing voice
- 57 Escaped, ran
- 58 River in England
- 59 Slide
- 60 Section of a newspaper devoted to rotogravure pictures
- 62 Companion
- 63 Semiprecious jewel
- 64 Woman's name
- 67 Soft wet earth
- 68 Compass point

SOLUTION ON PAGE 108



MIND MATTERS

by Patrick Perry

FOOTBALL GREATS

America's love affair with football has been long and lasting. Do you know the NFL's leading passers for the years listed below? Place your answer in the proper blank.

- | | |
|----------|-------------------------------|
| 1. 1945 | — Earl Morrall, Baltimore |
| 2. 1967 | — Ken Anderson, Cincinnati |
| 3. 1957 | — Rudy Bukich, Chicago |
| 4. 1965 | — Norm Van Brocklin, L.A. |
| 5. 1950 | — Sammy Baugh, Washington |
| 6. 1973 | — Bart Starr, Green Bay |
| 7. 1955 | — Tom O'Connell, Cleveland |
| 8. 1960 | — Charley Conerly, New York |
| 9. 1962 | — Roger Staubach, Dallas |
| 10. 1959 | — Sonny Jurgensen, Washington |
| 11. 1968 | — Otto Graham, Cleveland |
| 12. 1975 | — Milt Plum, Cleveland |

CHAMPAGNE, PLEASE!

A glass of the bubbly is traditionally a signature of celebration. But maybe you want more than a glass. If you do, you might want to use one of the names listed below. Can you match the quantity with its proper name?

- | Size | Name |
|---------------|------------------|
| 1. Half-pint | — Rehoboam |
| 2. 1/8 gallon | — Magnum |
| 3. 1/4 gallon | — Nebuchadnezzar |
| 4. 2 quarts | — Balthazar |
| 5. 4 quarts | — Split |
| 6. 6 quarts | — Methuselah |
| 7. 8 quarts | — Salmanasar |
| 8. 12 quarts | — Quart |
| 9. 16 quarts | — Pint |
| 10. 20 quarts | — Jeroboam |

BINARY BAFFLER

The decimal system is our everyday language of exchange. The digits 0 to 9 are used in combination to show groups. For example, 19 is really one ten and nine ones. If you move into the binary system, you only have two digits, 0 and 1. Can you figure out what the following numbers are? Here's an example: 10 = 2.

- 11011 =
10001 =
11111 =

ANSWERS ON PAGE 108

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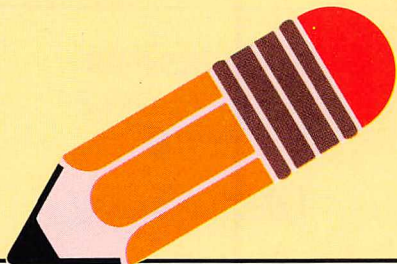
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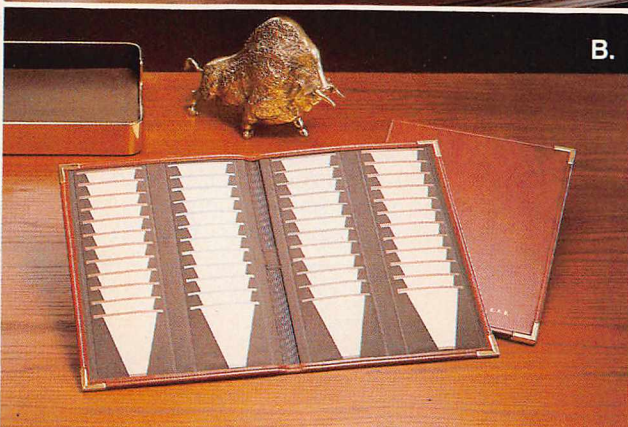
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MIND MATTERS

ANSWERS
From page 105

FOOTBALL GREATS

- 11 Earl Morrall, Baltimore
- 12 Ken Anderson, Cincinnati
- 4 Rudy Bukich, Chicago
- 5 Norm Van Brocklin, L.A.
- 1 Sammy Baugh, Washington
- 9 Bart Starr, Green Bay
- 3 Tom O'Connell, Cleveland
- 10 Charley Conerly, New York
- 6 Roger Staubach, Dallas
- 2 Sonny Jurgensen, Washington
- 7 Otto Graham, Cleveland
- 8 Milt Plum, Cleveland

CHAMPAGNE, PLEASE!

- 6 Rehoboam
- 4 Magnum
- 10 Nebuchadnezzar
- 9 Balthazar
- 1 Split
- 7 Methuselah
- 8 Salamanasar
- 3 Quart
- 2 Pint
- 5 Jeroboam

BINARY BAFFLER

Solution:

Figure the numbers by their positions.

For example, $19 = (1 \times 10^1) + (9 \times 10^0)$

Using the same pattern,

$$11011 = (1 \times 2^4) + (1 \times 2^3) + (0 \times 2^2) + (1 \times 2^1) + (1 \times 2^0) = 16 + 8 + 0 + 2 + 1 = 27.$$

$$10001 = 17 \quad 11111 = 31$$

SOLUTION TO PUZZLE

From page 104

L	A	C	K	S	O	L	A	R	D	A	D	A
I	C	O	N	L	E	A	S	E	E	R	I	C
K	I	T	E	P	R	I	S	M	S	I	R	E
E	D	S	E	L	R	E	A	L	I	Z	E	S
				L	I	S	T	T	R	I	G	
P	R	I	S	O	N	E	R	K	A	N	S	A
R	I	D	N	I	N	E	S	R	E	N	E	W
O	N	L	Y	P	S	A	L	M	R	A	G	E
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SKY-LINES

ATLANTA: American Bar Association Annual Meeting

America's attorneys continue to convene this month at the 1983 Annual Meeting of the American Bar Association, headquartered at the Atlanta Hilton through August 4th.

Chatahoochee Invitational Cup Polo Tournament

Atlanta's Polo Club Field on the Chatahoochee River will host the city's first-ever international tournament September 3rd through 4th, benefitting the Leukemia Society of America, Inc.

Teams from countries as diverse as Germany and Costa Rica are expected to participate in the matches, with final competitions taking place on the second day.

SAN FRANCISCO: National Association of Broadcasters/ Radio Programming Conference

Top radio personalities from around the world will be on hand for the Sixth Annual NAB Radio Programming Conference, convening at the St. Francis Hotel on August 28th, for four days of high-fidelity meetings.

Over fifty different sessions relating to

Leading jurists, scholars and critics of the legal profession, as well as prominent speakers such as John Naisbitt, author of *Megatrends*, are present to address a wide range of topics and issues. For information, contact the ABA, 1155 East 60th Street, Chicago, Illinois 60637. Phone: (312) 947-4090.

Tickets to the event are \$5 for both days. Patrons' tickets are available for \$50 per person, and include admission to the "Great Gatsby Gala," a black-tie champagne party to be held the evening of September 2nd at the home of Mr. and Mrs. A. Timothy Jones.

For information, contact the Leukemia Society, Georgia Chapter, 1447 Peachtree Street, N.E., Suite 412, Atlanta, Georgia 30309. Phone: (404) 873-3666.

formats, promotions, news, public affairs and other aspects of the business are scheduled, and country and western superstar Barbara Mandrell will entertain in concert at a private dinner finale.

For information, contact conference manager, Wayne Cornils, Radio Vice President, NAB, 1771 N Street, N.W., Washington, D.C. 20036. Phone: (212) 293-4599.

LEXINGTON: PGA Senior Tour/Citizens Union Bank Senior Golf Classic

Fifty Senior Tour members will tee off at the Lexington Marriott Resort's Griffin Gate Golf Club in competition for \$150,000 in prize money at the Citizens Union Bank Senior Golf Classic, August 31st through September 4th.

Sponsored by the Lexington-Fayette County Urban County Government, the

event includes a two-day Pro-Am Tournament in which 200 amateurs are expected to play, as well as the 54-hole Senior Classic. Net proceeds from the event will benefit the Senior Citizens Enhancement Foundation, an organization involved with programs in the sponsoring communities.


For information, contact the Senior Golf Classic, P. O. Box 117, Lexington, Kentucky 40501. Phone: (606) 259-1825.

DALLAS: Mary Kay Cosmetics Seminar 1983

Befitting the twentieth anniversary of its founding, Mary Kay Cosmetics' theme for Seminar 1983 is "Celebrate!" – and more than 23,000 independent beauty consultants will do just that when they gather at the Dallas Convention Center from August 25th through September 3rd.

Nearly 150 educational classes, with topics ranging from time-management to motivation, are planned for each of the

three separate sessions of the Seminar. Singer Johnny Mathis performs during awards night, when the sales force's top achievers will receive gifts ranging from pink Cadillacs to diamond jewelry from the company's founder.

For more information, contact Dean Mendors, director of public relations, Mary Kay Cosmetics, 8787 Stemmons Freeway, Dallas, Texas 75247. Phone: (214) 630-8787. 

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When people feel good, they have more to give, and Delta has over 35,000 professionals who give their best every day. That's the Spirit of Delta.

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3. EDUCATION:

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G ☐ ATTENDED COLLEGE
H ☐ GRADUATED HIGH SCHOOL

4. OCCUPATION:

I ☐ MANAGER/PROFESSIONAL
J ☐ PROFESSIONAL/TECHNICAL
K ☐ MANAGER/ADMINISTRATOR
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P ☐
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6. INDIVIDUAL

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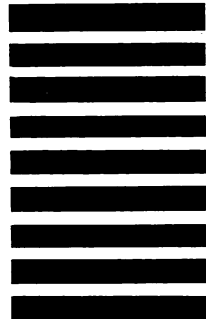
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